OCTOBER 31, 1949

TELECASTING

A Service of BROADCASTING Newsweekly

WOR-tv

channel 9, New York

one of America's great television stations

What's New in Television? AT WPTZ —Practically Everything!

WE seem to recall having pointed out on several occasions that 1949 marks our *tenth* year of actively programming Television Station WPTZ. Quite probably we've mentioned that the station received its original television license in *1932*. And we may even have told you that our ancestors began dabbling in what was to become television in the spinning disk era.

Maybe we've overplayed our hand a little.

In case being on the air with television for 17 years makes us sound antediluvian, this will clear the record. In the past couple of years—

. . . WPTZ has replaced its transmitting tower with a tremendous new structure that puts the WPTZ antenna higher than anything else in the metropolitan Philadelphia area

. . . installed the very latest transmitter on the market

. . . built all new studio facilities which many TV experts consider as a model of efficiency and flexibility

. . . discarded six assorted ikes, orthicons and baby ikes and replaced them with eight of the latest studio and remote image orthicon cameras

. . . replaced all existing studio control, master control and projection equipment with the latest and best the equipment makers have to offer

. . . added two complete mobile units

. . . designed and built another new trailer truck for remote pick-ups

. . . replaced all VHF relays with microwave equipment.

In short, in a little over two years WPTZ has replaced well over a half-million dollars worth of television equipment and facilities. Every single item in the entire WPTZ operation is strictly post-war.

As a matter of fact, the only thing we have that dates 'way back is *experience;* a commodity that's almost impossible to buy and for which there is no substitute.

A long list of advertisers have found WPTZ's combination of facilities and know-how in the second largest television audience to be the most profitable parlay in the field of television time buying. For information write direct or see your NBC Spot Sales representative.

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WPTZ

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TV-AFFILIATE

FIRST IN TELEVISION IN PHILADELPHIA

A Service of Broadcasting Newsweekly

OCTOBER 31, 1949

TELECASTING

TV VICTORY

Philadelphia Judge Rules Against Censorship

THE TV broadcasting industry won an important victory on Oct. 26 in Philadelphia when Chief Judge William H. Kirkpatrick, in U. S. District Court for the Eastern District of Pennsylvania, handed down his long-awaited opinion on the Pennsylvania TV censorship case, which had interstate ramifications.

Judge Kirkpatrick issued a declaratory judgment completely in favor of five TV stations which had brought suit against the Pennsylvania State Board of Censors to restrain it from censoring motion pictures used by the stations.

In his opinion, Judge Kirkpatrick held:

(1) That the regulation promulgated by the State Board of Censors to require censorship of motion picture films used on TV was invalid because it infringes on a field of interstate commerce that has already been occupied by Congress by Congressional legislation:

(2) That the regulation is invalid and unenforceable because it imposes an undue and unreasonable burden on the interstate commerce of TV.

Earl G. Harrison, former dean of the U. of Pennsylvania Law School who represented the stations when the case was first heard last May 9, said the decision is broader still because the court affirmed certain requests by Mr. Harrison for conclusions of law bearing on freedom of speech.

The State Board had decreed on Jan. 24 that all motion pictures obtained from local distributors for TV broadcasts must be shown to the censors three days before they were scheduled for transmission and that films produced outside of Pennsylvania must be reviewed five days in advance of a scheduled broadcast.

Judge Kirkpatrick held this "impinges on a field of interstate commerce which Congress has preempted and is inconsistent with the statutes and the national policy adopted by Congress for the regulation and control of radio and television."

The judge pointed out that the Communications Act of 1934 established a "comprehensive scheme" for regulating the broadcasting business and, although it denies the FCC the power of censorship, does give that agency the power to suspend licenses and penalize any violation of its regulations. Judge Kirkpatrick said that is a far better system than censorship and "avoids the danger of whittling away the Constitutional guarantees of freedom of speech and the press."

Pending a decision by the court, it had been agreed not to enforce the Pennsylvania regulations, and so they had never been made effective.

The suit had been brought by Allen B. DuMont Labs Inc., operating WDTV (TV) Pittsburgh; the Philco Television Broadcasting Corp., operating WPTZ (TV) Philadelphia; Triangle Publications Inc., operating WFIL-TV Philadelphia; WCAU Inc., operating WCAU-TV Philadelphia, and WGAL Inc., operating WGAL-TV Lancaster, Pa. Suit was brought against the Pennsylvania State Board of Censors comprising Edna R. Carroll, John Clyde Fisher and Beatrice Z. Miller, seeking to restrain them from censoring motion pictures used by the stations. Basis of the action was the Federal Communications' Act.

Last May, during five days of hearings, Mr. Harrison had stated:

"In this proceeding, the five plaintiffs, constituting all except one of the television stations operating in the Commonwealth of Pennsylvania, seek the declaratory judgment of this court that the defendants, who comprise the Pennsylvania State Board of Censors, are without right or authority in any way to regulate, interfere with or censor any portion of the programs being transmitted over stations operated by the plaintiffs.

"The case arose by defendants purporting to act under authority of the Pennsylvania Act of May 15, 1915, P.L. 534, as amended, which act created the Pennsylvania State Board of Censors and provided for censorship of motion picture films, reels or stereopticon views or slides to be shown within the Commonwealth, promulgated on Jan. 24, 1949, a regulation seeking to require censorship of motion picture films, reels and slides intended for projection or broadcast over television.

"Position of the plaintiffs is that television like radio of which it is of course a part, is interstate in character. It knows no state boundaries."

COLOR MOVE

FCC Sets Up New Time Table

In an unexpected compromise FCC last Friday ordered at least two comparative color TV demonstations expected to run well into 1950.

The Commission unanimously denied RCA's request for a postponement of the Nov. 14 comparative showings but provided for additional tests in Washington on Feb. 8.

Cross-examination, slated to start Dec. 5, will be delayed until the comparisons are complete. Plans for official demonstration of the Color Television Inc. system in San Francisco Nov. 28 were rescinded, and the demonstration was rescheduled for Feb. 6 in Washington. The Nov. 14 comparisons will include RCA and CBS color, and monochrome. CTI will be in the Feb. 8 comparisons (see story page 82).

FCC's ruling marked a week—the color hearing's fifth—which also produced these deveolpments:

● Allen B. DuMont Labs, advocate of delay on color, undertook to demonstrate a 4½-foot CBS-type converter for a DuMont 20-inch set, and was stopped short by FCC Chairman Wayne Coy's admonition that "we are not in the sideshow business."

● David B. Smith, Philco vice president, said he thought another color hearing would be necessary, but recommended adoption of "a set of principles" to protect existing set owners and suggested that a technical body be formed to work with FCC on development of standards.

● RCA's report that it cannot furnish FCC with one of its color sets until Jan. 15 was labeled "unsatisfactory" by Chairman Coy, while Color Television Inc., spon-

(Continued on page 55)

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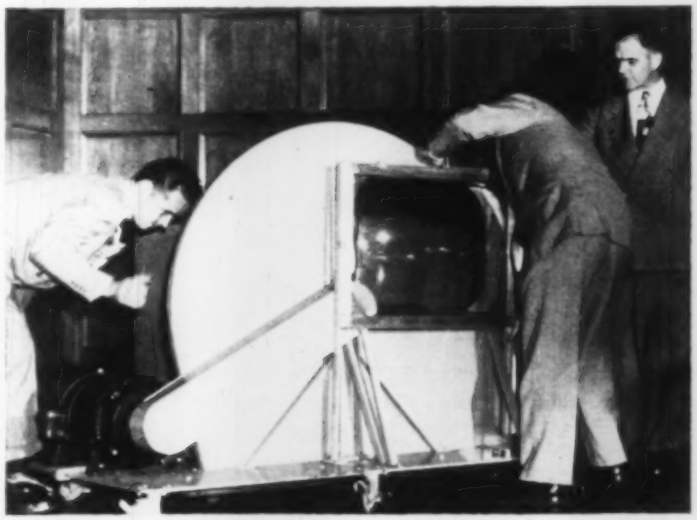

DuMONT'S surprise-package unwrapped before the FCC during color hearings Wednesday to show "what the CBS-type color converter would look like with the giant 4-foot spinning wheel required for a 20-inch tube TV set." Dr. Thomas T. Goldsmith (r), DuMont research director, directs two of his assistants in placing the attachement to the company's Hampshire model (which retails at $2,500).

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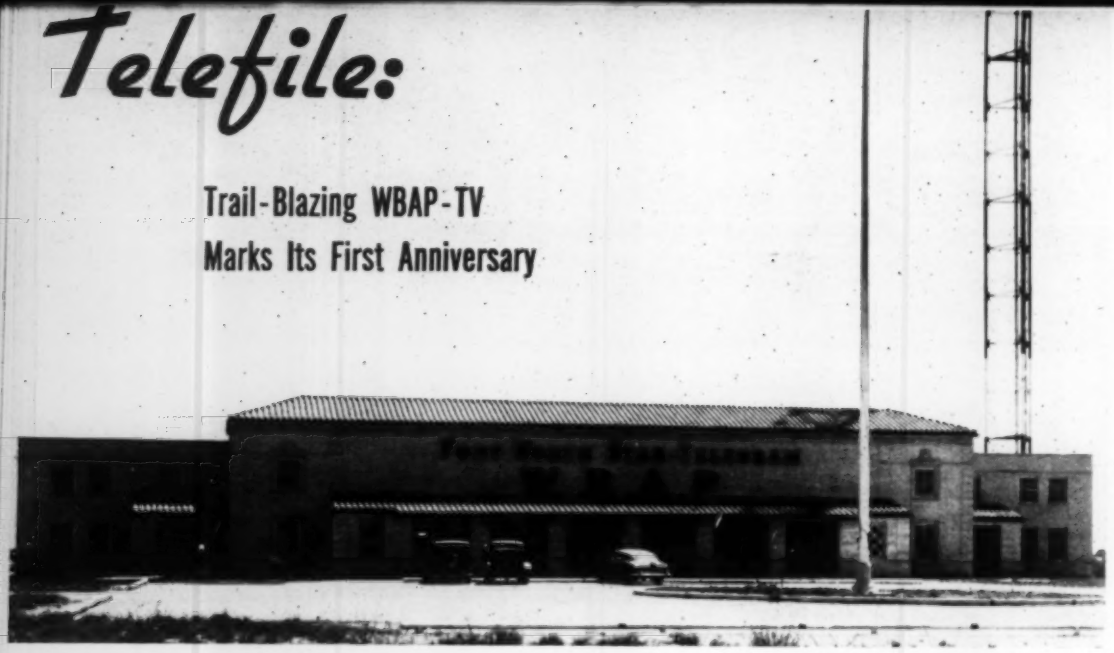
Telefile:

Trail-Blazing WBAP-TV Marks Its First Anniversary



* * *

AN old term in Texas—pioneering—has been given modern meaning by WBAP-TV Fort Worth in a year of trail-blazing the Southwest as the region's first television operation; a year in which it held the combined Fort Worth-Dallas market by itself with the new medium.

When the station flashed a telecast of President Truman's campaign stop in Fort Worth a year ago, it heralded the advent of the first sight-sound programming in Texas, Oklahoma and several surrounding states.

As the Fort Worth *Star-Telegram's* station turned one-year old last month, the first Dallas TV station, KBTV (TV), was bowing in; another, KRLD-TV, was in the offing for early next month, and Texas could count one other on the air, KLEE-TV Houston, and one in early prospect, WOAI-TV San Antonio.

In its trail-blazing role, WBAP-TV showed that television can be costly as an enterprise, but it also showed confidence by using a bold, free-spending hand to put the new operation on the soundest basis.

* * *

Estimates are that something like $2 million went into the new WBAP Radio-Television Center, east of downtown Fort Worth in the direction of Dallas. Experts have recognized the TV set-up as one of the most elaborate in the country.

WBAP-TV's growth, and its tendencies, in the somewhat experimental first phase of a new industry in the colorful "Where-the-West-Begins" locale affords indications worth scanning.

* * *

FROM a scattered 400-set audience when the station started, the two-city market had grown to more than 16,000 sets as WBAP-TV marked its first anniversary Sept. 29. Interestingly, more viewers of the Fort Worth station's programs have been in Dallas which is the larger city.

From a five-day weekly schedule of some 15 after-dark hours, programming has expanded to a full seven-night-a-week basis, plus studio programs, or films, weekday afternoons. Schedule will run about 50 hours weekly this fall.

* * *

Commercially, WBAP-TV's advertisers have increased steadily, currently including an array of the big-name national sponsors as well as local department stores, automobile dealers, utilities and others who have stayed from the start.

Sampling the list, one spots such sponsors as Hoffman, Bulova, Chesterfield, Philco, Motorola, Admiral, RCA, Kools, General Electric, Buick, General Mills, Singer Sewing Machine Co., etc.

Numerous WBAP-TV sucess stories in selling are cropping up. Recently a local fur establishment (Koslow's) sold $4,000 in merchandise after a one-time, 10-minute test, whereupon the store signed up for a 13-week sponsorship.

A Hotpoint kitchen is a stationary prop in one corner of the big 45-by-85-foot main studio, for a cooking show. Two $400 refrigerators were sold out of one program.

A test of *Stop the Music*, ABC-TV program on kinescope, drew over 2,000 letters asking for continuance of the show.

When the station announced a prize of a Shetland pony for naming a Palomino horse donated to WBAP-TV, 900 letters and cards came in during the two-week contest.

* * *

"BOUNDGEE," as the horse was named, typifies the western side of WBAP-TV's personality as it has emerged as a sort of ranch-style television unit. Livestock props are frequent.

On Saturday night, several hundred square-dancers from Fort Worth and Dallas do-si-do in front of cameras on the *Hoffman Hayloft* show. Registered hogs and tractors have been among items seen on *Merchandise Mart*.

Life magazine featured the horse-opera flavor of this otherwise urbane and up-to-the-minute station operating in an immediate combined metropolitan area of 1,115,512 population.

WBAP surprisingly has found its telecast consistently received over a sprawling territory in Texas with signal reception in a single month reported from as many as 20 states.

While Director Harold Hough and Manager George Cranston acknowledge the satisfaction that comes from pioneering and being "first in the Southwest" with a host of TV exploits, they also explain that carrying the full load in creating a new industry in their market has been expensive, fatiguing and at times a punishing task.

But, passing the first milestone, WBAP-TV executives say the signs for reaping the rewards of the effort are multiplying.

* * *

CLOSE cooperation with set dealers and distributors has been part of the station's work. Copies of advance weekly TV program schedules were furnished dealers, and pattern times scheduled for convenience in installation.

Since WBAP's first telecast, the

(Continued on page 49)

* * *

ART department of WBAP-TV Fort Worth produced this layout for a Frito commercial to be used during the Friday night high school football games telecast by the station. Players spell out the word Fritos on the field. Giving the commercial the final once over are (l to r) Pat Cranston, Glenn Advertising account executive; Harlan Mindenhall, WBAP-TV cameraman, and George Cranston, station manager and father of Miss Cranston.

* * *

FIRST birthday of WBAP-TV Fort Worth is observed as Harold Hough, station director, gets ready to blow out a television tower anniversary candle which was lighted by Wilma Rutherford, TV star. Miss Rutherford and "Maurice," the "Bum Steer," puppet above camera, represented station talent for the occasion. The station's way of celebrating the birthday, Sept. 29, was to forego festivities and dig in for a busy fall schedule.

XUM

ABC'S TV CENTER

Is $2.5 Million Investment

ABC'S TELEVISION Center in New York, comprising three adjoining buildings on West 66th St. with approximately 35,000 square feet of floor space and representing a capital investment of roughly $2.5 million, was displayed to the radio and TV press on Thursday.

Largest TV studio set-up in New York, the ABC video layout was described as the most economical from an operating standpoint by top network executives. What comes out of the home receiving screen depends in large measure on the facilities in the studio, they explained, declaring that ABC can now offer the best TV production facilities in New York.

Core of the operation is studio TV-1, 50 by 100 feet and stretching 45 feet from floor to ceiling. Easily accommodating four cameras, one mounted on a motion picture type crane adapted for television use, this studio also contains about 30 sets of counter-weighted lines for hanging scenery and lights and has room for another score if they are needed. Most unusual feature of studio TV-1, however, is a steel bridge 50 feet long and five feet wide, extending completely across one end of the room. Raisable—or droppable—by power, this vast bar is used for hanging large back drops, which can be painted in this position much more swiftly and efficiently than if they had to be spread out on studio floors.

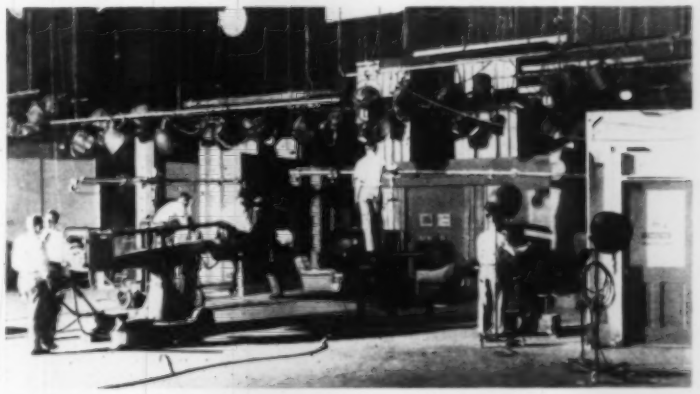
Other Studio Facilities

Three other studios, each measuring 20 by 20 feet and with 14-foot ceilings, are housed in the same building with studio TV-1. This unit also contains the film laboratory, kinescopic recording and film storage rooms, dressing and retiring rooms and a first aid room.

Adjoining on one side is a building housing studio TV-4, the reception lobby, clients' viewing room and five floors of offices. On the other side, a five-story building devotes one floor to the paint and design shop, one to the carpentry shop and the remainder to scenery and prop storage. Equipped with a freight elevator capable of handling the largest sets, this building holds every bit of scenery used on every ABC video show, enabling sets to be re-used with or without adaptation over and over again. This represents a great saving, it was explained, over the sky-scraper studios of other TV stations, where sets must be built in the studios in which they are to be used and dismantled before they can be removed after the program has been broadcast.

Sets are designed and prepared three weeks in advance of the time they are to be used on the air. Camera positions are charted and lighting planned in advance, also, enabling a great saving in rehearsal time according to a studio executive, who said that rarely does any program require more than six hours of camera rehearsals.

Television personnel employed at the ABC-TV Center total 152, including three administrators, 11 program people, three announcers, 28 directors, 33 producers, five electricians, 14 carpenters, three property men, one shop apprentice, two script writers, one sound effects man, 47 engineers and a make-up artist. There also are 163 non-television employes at the Center.



BEE-HIVE action in ABC's mammoth television studio (TV-1) showing rehearsal of network's ambitious dramatic production, *Look Photocrime*. Idea of studio's size and equipment is indicated by four cameras operating on this one show, with five separate stage settings spread across the front end of the studio. If necessary, according to the company, a similar show could have been staged at the rear of the studio without interfering with the rehearsal or telecast.

* * *

IN ABC's film laboratory in the network's Television Center on West 66th St., two lab workers view footage for future telecast. Others have the task of cutting, editing, splicing and repairing of TV film in this room. Rooms also are set apart in a special section of the basement for storage, kinescope recording, etc.

Philip Morris Plans

PHILIP MORRIS, New York (cigarettes), through its agency, Biow Co., New York, is negotiating with Herb Shriner as replacement for *Ruthie on The Telephone*, five times weekly on CBS-TV. The firm's deal with Victor Borge (see page 14) was dropped due to the comedian's previous concert tour which makes it impossible to originate telecasts so frequently.

KTLA(TV) RATES

20% Boost Announced

POINTING to an increase of 500% in Los Angeles television circulation since its last rate card was issued, KTLA (TV), Hollywood outlet of Paramount Television Productions Inc., last week announced a 20% hike of all time segments over one minute in length.

A check of the city's six other stations disclosed no immediate intent to up prevailing prices. In the case of KTLA, one minute spot announcements will rise to $90 for film commercials and $120 for studio commercials.

However, Klaus Landsberg, Paramount's west coast director of television, pointed out that all KTLA clients presently on the air may continue under old rates for 26 weeks from Nov. 1; all other clients contracting for programs before Nov. 1 and commencing their telecasts before Nov. 15 could enjoy the old rates for 13 weeks.

GUM TESTS TV

Dubble Bubble To Use Spots

A NATIONALLY-KNOWN penny product, Dubble Bubble Gum, is going to try television as a test in competition with other advertising media. Placement of a commercial in six cities, to serve as test markets, has been announced by Frank H. Fleer Corp., Philadelphia, gum-maker.

Mr. Fleer described the test commercial as designed to achieve maximum sales response on a national scale. Lewis and Gilman Inc. is handling the account.

Spots will be placed adjoining established juvenile programs appealing to the age range from 6 to 14. Central figure in the comic spot series is an animated character accompanied by a Fortune-Fact-Funnies wrapper for the square-cut bubble gum. Spot is used with a musical jingle.

WBZ-TV RATES

Class A, B Time Established

NEW increased rates for time and facilities charges and inauguration of Class A and Class B time periods are included in WBZ-TV Boston's new Rate Card No. 3T, announced by W. C. Swartley, manager of the Westinghouse outlet. The higher rates become effective tomorrow (Nov. 1).

Class A time periods have been set for the 6-11 p.m. periods Monday through Friday, and from 12 noon to 11 p.m. on Saturday and Sunday. All other times are designated Class B.

In the live studio Class A category, the new rates range from $135 for a five-minute segment to $550 for a full hour. Class A all-film telecast is $105 for a five-minute period and $425 for a full hour. Twenty-second and one-minute slide or film announcements are listed at $70 Class A, $60 in Class B time. This compares with $50 for 20-second and one-minute time charges in the previous rate card.

Mr. Swartley stated that current WBZ-TV sponsors will be protected at the rates in effect prior to Nov. 1, 1949, until April 30, 1950, provided no lapse in schedule occurs. The rate card is the outlet's third since its establishment of commercial television in the Boston area June 9, 1948.

Lewis Food Adds on TV

LEWIS FOOD Co., Los Angeles (Dr. Ross dog and cat food), is extending its half-hour television show *The Ruggles*, now on KECA-TV Hollywood, to three other California stations within the next 30 days. Stations are KGO-TV San Francisco, KFMB-TV San Diego and KING-TV Seattle. Show to be kinescoped from Hollywood. Agency is Rockett-Lauritzen, Hollywood.

WOC-TV PLANS

Programming Starts Nov. 1

WOC-TV, Davenport, the first television station in Iowa and the Quad-Cities, will start programming tomorrow, Nov. 1, it was announced by Manager Ernie Sanders.

Local studio programs, film, sports, special events and non-interconnected network shows will be presented. Kinescope recordings of chain programs will be shown until the relay system between Davenport and Chicago is completed sometime in 1950.

WOC-TV will operate on Channel 5, between 76-82 mc with power of 22.9 kw visual, 22.9 aural. Station is licensed to Central Broadcasting Co.

WOC-TV feels that it gained an advanced eye-opener into television buying habits in its area while laying groundwork for further research into video habits and program preferences. The plan as conceived last April was to register all sets purchased within the Quad-City area (Davenport, Rock Island, Moline and East Moline) but now the processing has quickened to include surrounding communities.

As reported by Raymond E. Guth, WOC-TV research director, the plan not only is providing information on registration for research purposes but also is doing much to build station-dealer relations and bring nearly every set owner in the area into correspondence with the outlet. Since the plan was projected dealer response has been heavy—nearly 100%.

Dealer Cards

Each dealer is supplied with two sets of postcards. One asks for the buyer's name, address, date of sale and dealer's name. The other goes further and requests receiver make, number in the family, set location and number of standard radios in the home. In return, the dealer is sent news about television, bimonthly dealers' status and development reports, all compiled by the station's research unit.

The purchaser, on his part, is offered regular issues of the station's program log plus a booklet of "TV facts." Some 1,750 sets already were registered by the second week in October with the station intending to continue the program until at least 5,000 sets are registered.

Screen Guild to Meet

ANNUAL general membership meeting and election of Screen Actors Guild is scheduled for Nov. 13 in Hollywood Legion Stadium, Hollywood. According to a notice, the SAG board of directors will "present all the facts regarding the crisis caused by the attempt of live talent unions to create a new, vertical type of union called Television Authority which would conflict with and challenge SAG in the field of motion pictures."

STANDING by as air freight men begin unloading the station's new model directional TV antenna at Oakland Airport are Harold See (l) and Charles Thieriot, director and general manager respectively of KRON-TV San Francisco. The antenna, weighing almost four tons and especially built by RCA for the San Francisco station, was flown to the West Coast to meet deadline for KRON-TV debut Nov. 15.

* * *

KRON-TV TESTS

Formal Opening Nov. 15

KRON-TV, San Francisco's third television station, is scheduled to take the air with a regularly scheduled afternoon test pattern tomorrow (November 1).

The station will begin regular programming with a large dedicatory program featuring talent and a roster of civic, religious and business leaders on the evening of Nov. 15, General Manager Charles Thieriot announced.

Affiliated with NBC and owned by the *San Francisco Chronicle*, KRON-TV will be on the air six nights a week, Sunday through Friday, during its initial period. It will operate on Channel 4 from facilities atop Television Peak in San Francisco's San Bruno Mountains. Offices and studios for local production will be located in the Chronicle Bldg. at Fifth and Mission Sts.

The station's antenna, weighing almost four tons, was flown to San Francisco last weekend to meet the Nov. 15 debut deadline. It is a type T.F.D.A. directional antenna especially built by RCA for operation on Channel 4 in the San Francisco area.

Antenna consists of 12 dipoles mounted on an equal number of reflector screens and reflector wings. It will be mounted in three tiers.

Because of the FCC policy against directionals the 12 radiating units will be mounted equally on all four sides of the transmitter. This arrangement will give the station an initial effective radiated power of 15 kw visual and 7.7 kw audio.

When and if FCC changes its policy the radiating units can be rearranged to make use of the directional quality which is expected to boost effective radiating power to almost 100 kw. The transmitter has been erected with an eye to directional radiation which will allow the entire effective radiated power to be concentrated on the Northern California land areas, losing none in transmission out to the Pacific wastes.

There is only one other similar antenna in use in the United States, Mr. Thieriot said. That is operated by NBC's Cleveland station under special FCC permission, which was necessary to allow the station to operate without violating TV agreements with Canada. The directional quality is used to beam the station's signal away from the Canadian border.

TV FILM EDITORS

IATSE To Fight AFM Plan

TROUBLE loomed for James C. Petrillo, AFM czar, at week's end in Hollywood where IATSE stood ready to battle his intentions of seeking jurisdiction over film editors employed in television (see story, page 57).

Roy Brewer, IATSE international representative, said that the matter had been turned over to Richard Walsh, IATSE international president. All film cutters have been affiliated with IATSE since 1944 and have been organized since 1937.

In addition to opposition from IATSE, there also is opposition from television film producers who will not accede to such AFM demands which would make their film libraries obsolete. While some thought is being given to evolution of the TV film editors local under IATSE, feeling prevails that such personnel will be blanketed in under existing locals.

ABC-TV SCHEDULE

Curtails Sustaining Show

IN a move to minimize its television losses, ABC last week revealed that its video sustaining program schedule was being curtailed. Network officials pointed out that in addition to saving the direct cost of these programs, their elimination would also make possible reductions in TV engineering and program personnel.

These cuts are not inconsistent with the network's capital investment of $7.5 million in TV studios and equipment in five cities, Robert Kintner, ABC executive vice president, stated. Good facilities, he declared, make for more efficient, more effective and more economical production of programs, factors that in the long run will attract video advertisers to ABC; therefore they are worth their cost. On the other hand, he said, large investments in sustaining programs at this time cannot be justified.

Thursday, Friday and Sunday are already good commercial nights for ABC television, Mr. Kintner said. As the other evenings develop, the network's TV schedules will expand accordingly, he stated. He added that ABC has not discarded sustaining video shows entirely but is still spending a substantial amount on them—$1,200,000.

Other Shows Cut

Major casualty among ABC's TV programs is *Actors Studio*, which last spring received a Peabody Award for "uninhibited and brilliant pioneering" in the field of video drama. The half-hour weekly program, with Marc Connolly as M. C., received other critical acclaim but it is an expensive program and in a year on the air it failed to find a sponsor.

The comedy-musical program, *A Couple of Joes*, which has been sent over the ABC-TV network Thursday from 11:15 p.m. to midnight, will make its final appearance Nov. 3. A quarter-hour children's film program, *Sleepy Joe*, broadcast 6:45-7 p.m., Monday through Friday, also has been dropped from the ABC-TV network schedule, as has the Tuesday 8-8:15 p.m. religious program, *I Believe*.

These eliminations have been accompanied by a general revision of the program schedule, both for the network and for WJZ-TV New York, ABC's key video station, which also has curtailed its local sustaining schedule. The evening starting time for both WJZ-TV and the ABC-TV network has been pushed back from 6:30 to 8:30 on Monday, from 6 to 9 on Tuesday, from 6 to 7:30 Wednesday, from 6 to 7 on Thursday, from 6 to 7 on Friday and from 6:30 to 7 on Saturday. The network Sunday schedule is not affected, but the 11 p.m. to midnight bowling program on WJZ-TV that evening has been dropped.

On the plus side, a new half-hour variety show with Paul Whiteman, sponsored by Goodyear Tire & Rubber Co., starts Nov. 6 on the ABC-TV network in the Sunday, 7-7:30 p.m. period, which has been occupied with movie shorts.

Telefile: WBAP-TV

(Continued from page 46)

Fort Worth-Dallas area has seen 480 dealers and some 25 distributors emerge to serve a new multi-million-dollar local industry.

To Roy Bacus, WBAP commercial manager, fell the educational job of selling agencies and advertisers, first, on television as an institution and then to sell television time. After a year, the job has become easier.

Technically, and in programming, advances have been rapid in the year, station staff people report. Some 30 hours of live shows weekly will be this autumn's schedule against one-fourth that amount in the early months.

Currently, the breakdown is: 20% remotes, 20% studio, 30% film and 30% network (kinescopes from both ABC and NBC networks).

Commercial and sustaining time were about at the 50-50 point year after the start, and a bright outlook for fall, plus advance contracts in hand, pointed to a substantial increase on the side of the sponsors.

To serve clients on the new medium, WBAP-TV set up a complete film department, and over 95% of film commercials used on the station are station-produced. Many WBAP-produced commercials (e.g., Pi-Do, Fritos) are being used by clients in other television markets.

Local and regional accounts cite the advantage of station-produced commercials in that the clients enjoy full control by being able to be present at shooting and developing in contrast to work farmed out to individual film companies.

* * *

RATE structure at WBAP-TV has a one-hour Class A base of $200 for time charge; $52.50 base for one hour film studio; $150, one hour live studio, and a one-minute-or-less announcement rate base of $30 film and $40 live.

Affiliated with both ABC and NBC, as WBAP-570 and WBAP-820 are on AM, WBAP-TV does not expect the coaxial cable to be available for television before 1951 in Fort Worth.

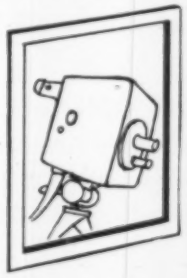
Forward-looking station plans call for a fourth-unit addition of a 800-seat auditorium and cafeteria to the present 70,000-square-foot plant, which divides into a maintenance and radio unit (completed in May) in addition to TV.

Operationally, in its initial year WBAP-TV lost a total of only five hours off the air, exclusive of power failure over which the station had no control.

Chroniclers of Southwest social history will look to WBAP-TV for all kinds of "firsts" in regional television.

The WBAP-TV promotion department lists nearly 50 firsts, some of them national claims. It was a year in which the station showed Texans for the first time on a TV screen a Fort Worth flood disaster, the Cotton Bowl football classic in Dallas, elephants in a studio, all kinds of sports events, Santa Claus, a midnight mass, the Fat Stock Show rodeo, and many news events regularly filmed the same day.

WBAP-TV's first year indicates again that much is happening in a short time in the new industry.



Reel Takes

JERRY FAIRBANKS

ANY man who has survived an earthquake and a revolution is more than ready to face television. This, together with an extensive background in the motion picture field, happily qualifies Jerry Fairbanks, head of the Hollywood film producing firm which bears his name.

Since signing a television film production contract with NBC in January 1948, he has produced or readied for the camera a total of 277 television featurettes—the equivalent of 58 one hour feature pictures, or more footage than any one major studio turned out last year for the entire theatrical market. These several series included *Paradise Island, Crusader Rabbit, Jackson & Jill, Going Places with Uncle George, Quizology, Public Prosecutor, Television Closeups* and *Musical Journeys*. He has also produced a number of film commercials for Dodge, Eastern Airlines, Camels, Pabst and Petri Wines, among others.

* * *

Mr. FAIRBANKS

* * *

At the age of two, Jerry witnessed the San Francisco fire and earthquake of 1906 in his native city. As a direct result of the disaster the family suffered a total loss and moved to Tucson, Ariz. After some five years there, Fairbanks Sr.'s employers, the Southern Pacific Railroad, shifted him to Mazatlan, Mexico, where he was supervisor of the company's Mexican lines.

During this time, the family lived through the Mexican revolution of 1912 and 1914. Surviving was one thing but when the city was shelled and one shell in particular crashed through their house, they decided to leave, returning to Tucson.

At the start of World War I, Jerry's Dad was commissioned as a major in the Quartermaster corps and assigned to San Antonio. But wherever they lived, Fairbanks Sr. always busied himself with photography. So much so, that he always built a dark room in each of their homes.

* * *

THUS is was natural for young Jerry to acquire an early interest in photography. Before completing high school, he and a schoolmate opened the Lone Star Theatre in a large barn back of their San Antonio home, with showings every Friday and Saturday. Success was theirs until the local fire department ruled the theatre a fire hazard.

While his theatre career came to and end, the profits made possible the purchase of a movie camera—and the career of the cameraman was launched. After a couple of years at the U. of Arizona, Jerry returned to San Antonio where Macklyn Arbuckle had come to build a studio and make pictures. Possessed of a camera, he was assured of a job but only one picture was made. When the company failed, Jerry took a fling at producing a two-reel serial himself.

But he was anxious for bigger things and came to Hollywood where the movie industry was starting to grow. When a job as cameraman was not forthcoming, he found work as a projectionist. In 1925 he turned back to his camera and photographed *Rip Van Winkle*. After shooting many subjects for others, he had a strong hankering to be self-employed.

So in 1930 he started photographing John Hix's *Strange As It Seem* series, distributing through Universal Pictures. In 1935 he added *Popular Science* for Paramount and in 1936 added *Unusual Occupations*. Later he developed *Speaking of Animals* in which the animals were made to appear as though they talked like humans. This led to his first Academy Award in 1942. He won another again in 1944 for another episode in that very same series.

A pilot for more than 20 years, Jerry has logged more than 4,000 hours aloft. Owning his own plane, he flies for business and fun.

KNBH

now operating 7 nights a week

a few choice periods still available

NBC's Hollywood TV outlet, KNBH, hit full stride on October 2, with a daily operating schedule.

And what a schedule it is...crammed with top network shows, top network stars! KNBH will have the cream of the shows, which will appeal to a high percentage of viewers in Southern California this fall and winter!

There are still some choice times available on this schedule... including a few extraordinary adjacencies to the big name national programs. For details, consult your nearest NBC Sales office.

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

PEQUOT MILLS

Earmarks $100,000 for Television

ONE of the oldest (more than 100 years) manufacturers of bed sheets and pillow cases, Pequot Mills, New York and Salem, Mass., expects to spend $100,000 for its first major television campaign this year.

Hitherto the firm has used national magazines to promote its pillow cases and sheets, but with the appointment in July of the Jackson Co., New York agency, to handle its television, the company has supplemented its magazine schedule with video spots.

Under the supervision of Wallace H. Lancton, radio and television director of the Jackson Co., three spot announcements have been created and developed. A firm believer in low cost TV presentations, Mr. Lancton has produced the three spots at a cost under $6,000.

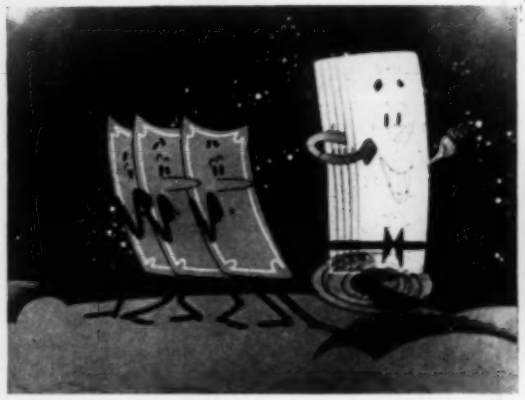
Mr. Lancton explained that he was able to produce the announcements at that price because of the expert meshing of talents of the Jam Handy organization, which developed the prints, and his own agency staff.

During the month of October the spots were placed on all New York video stations (except WJZ-TV) for one month duration to promote a sale.

Sponsor identification already has proved itself, for when the spot ran on WATV (TV) Newark, 7:40 p.m., Saturday night, more than 26 calls came into the L. Bamberger Co. store on the following Monday before 10 a.m. mentioning the announcement and the Pequot sheets. Mr. Lancton, himself, was in the store supervising the installation of a movie projector, when the calls were recorded.

The movie projector, incidentally, is another merchandising tie-in with the store, whereby the spots are projected all day long within the premises.

"The month of October, according to research is normally the poorest from point of sales," Mr. Lancton said. "The result of this month's schedule will help determine television sales appeal." The findings will be submitted to the Pequot Mills board in November.



Mr. Pequot in the dollar-bill sequence . . .

* * *

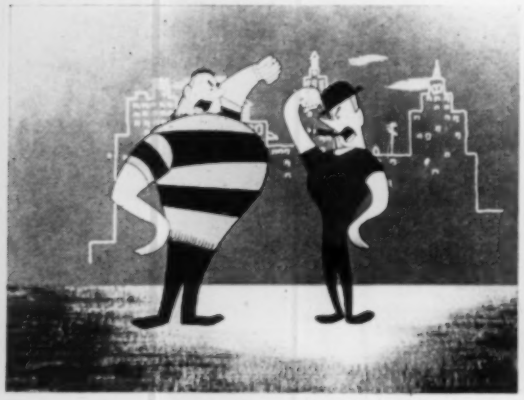
The first spot consists of a 25 second animated sequence featuring three $1 bills (see photo) singing in rhyme "We go so fast . . . that few can catch us . . . or make us last." Whereupon Mr. Pequot appears and replies, "I know your faces, I'm Pequot sheets and pillow cases, I'm also used to running races, for those of thrift and saving graces." The sequence dissolves to a girl sleeping. She awakens, sits up, and studies the sheets while observing happily that "the best is cheapest in the long run" (see photo).

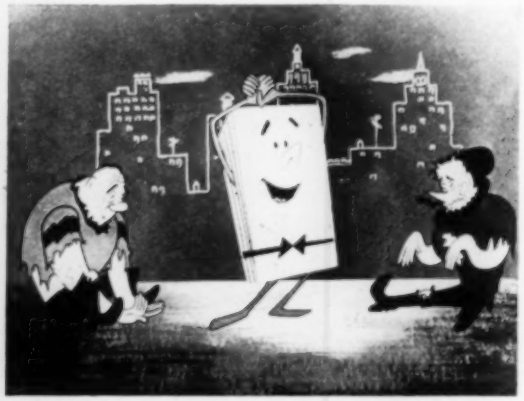
The second spot opens on two tough, boastful characters (see photo) "Wear" and "Tear" ("We break the stoutest heart"), when in marches the indestructible Mr. Pequot who picks up Wear and Tear, spins them over his head and flings them to the ground, saying, "I know your faces, I'm Pequot sheets and pillow cases, Your very worst will leave no traces, I'm master of all saving graces."

The third and last commercial features twin animated wash tubs in a boxing ring (see photo) boasting about leaving sheets "frazzled, weak and out of sorts." Mr. Pequot enters and strikes the wash tubs, which then fall to the canvass beaten, while Mr. Pequot exclaims, "I know your faces, I'm Pequot sheets and pillow cases. We've fought before in many places, for those of thrift and saving graces." This dissolves into scene with girl awaking.

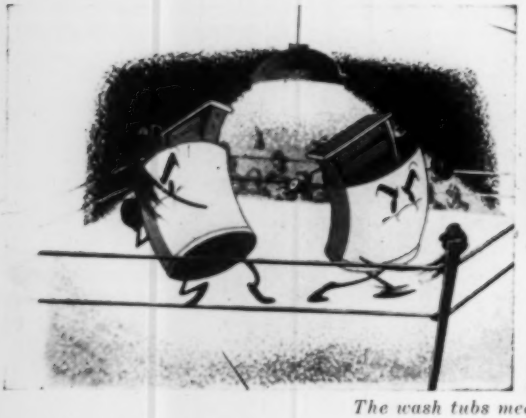
Mr. Lanston estimated that it took from six to seven weeks to complete the work on the commercials. The spots will run in nine major markets for 52 weeks, three times weekly beginning in November. Each spot carries a four second trailer for tie-ins with local department stores.

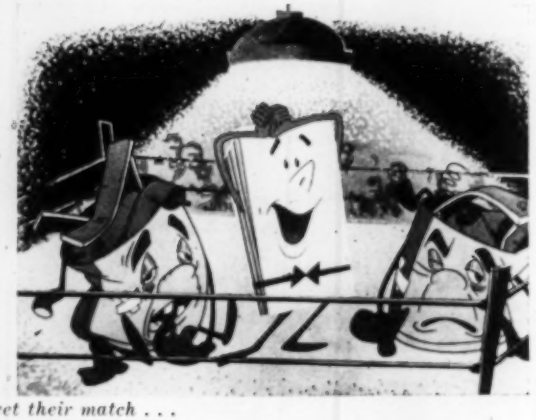
* * *





Wear and Tear are handled by Pequot . . .





The wash tubs meet their match . . .

POLAROID FILTER

TV Promotion Planned

POLAROID, which recently introduced its new television filter, uses considerable time on television, will extend its budget, and possibly return to programming, "if the new filter goes well," its agency, Cayton Advertising Co., said.

Pioneer Scientific Corp., New York, Polaroid's parent concern, said the filter eliminates not only the excessive light from the tube, but surface reflections from lamps or windows. The filter, having the "exclusive glare-lock feature," is described as applying commercially for the first time the principle of circular polarization, which, combined with the linear polarization of the company's primary filter, traps reflected light that ordinarily bounces off video screens.

Sure, Television's amazing

—and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

NOVEMBER

SUNDAY

Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	*Cartoon Tellales* L (E)	Kellogg Co. Singing Lady L (E-M)		*ABC Penthouse Players* L (E-M)	*Jacques Fray Music Room* L (E-M)
Overseas Press Club	*Chuck Wagon*	A.T.&S.F. B. Holmes	*Mr. I. Magination*	Esso Tonight on Broadway	Crosley This Is Show Business	Lincoln-Mer... Toast of the ...
				Front Row Center L (E-M) K		Co-op Chicagoland Mystery Players L (E-M)
				Leave It To The Girls	General Foods Aldrich Family L	Chesterfield Perry Como L

MONDAY

						Author Meets the Critics L (E-M)		
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Your Sports Special* L (E) A. C. Gilbert Roar of Rails	Oldsmobile CBS-TV News	*Sonny Kendis Show*	International Silver Silver Theatre
	Small Fry Club L. F (E-M)		*Magic Collage* L (E)			*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)	*Newsweek Views the News* L (E-M)
	Howdy Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)	Mohawk M. Downey L (E)	Reynolds News F (E-M)	Chevrolet On Broadway L

TUESDAY

				Sleepy Joe (F-K)	*Okey Doky Ranch*		*On Trial* L (E-M)	
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup L (E-M)	*Bob Howard*	Messing Prize Party		Oldsmobile CBS-TV News	*Sonny Kendis Show*
	Small Fry Club L. F (E-M)		*Magic Collage* L (E)				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
	Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)

WEDNESDAY

				Sleepy Joe (F-K)				*Actors' Studio* L (E-M)
Ted Steele Show	*Chuck Wagon*		Philips Packing Lucky Pup	*Bob Howard*	*Your Sports Special* L (E)	TBA	Oldsmobile CBS-TV News	Masland Rug Earl Wrightson
	Small Fry Club L. F (E-M)		*Magic Collage* L (E)				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
	Howdy Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)

THURSDAY

				Sleepy Joe (F-K)			General Mills Lone Ranger F (E-M) & Start: 9/15/49	Stop the Music Admiral & P. Lorillard L (E-M)
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup	*Bob Howard*	Wine Industries Scott Paper Dione Lucas		Oldsmobile CBS-TV News	*Sonny Kendis Show*
	Small Fry Club L. F (E-M)		*Magic Collage* L (E)				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
	Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)

FRIDAY

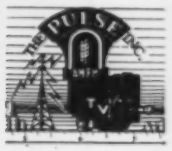
				Sleepy Joe (F-K)	*Fitzgeralds* L		Touchdown (Chrysler) F (E-M)	*Majority Rules* L (E-M)
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Your Sports Special* L (E)	TBA	Oldsmobile CBS-TV News	Trimount Clothes Amazing Dr. Polgar
	Small Fry Club L. F (E-M)		*Magic Collage* L (E)				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E-M)
	Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)

SATURDAY

				Co-op Oky Doky Ranch			*Hollywood Screen Test* L (E-M)	
			Red Barber's Clubhouse	*Lucky Pup*		*Film Shorts*	*Quincy Howe in the First Person*	*Blues by Bargy* 7:45-7:55
							You Are An Artist L	*Leon Pearson News*

Paul Whiteman TV-Teen Club L (E-M)	
Winner Take ...	
Meet Your Congress	

	Sing-Copation L (E-M)	*Skip Farrell Show* L (E-M)	B. F. Goodrich Celebrity Time L (E-M)			
	General Electric Fred Waring Show		Barbasol *Week in Review*			
	Cross Question L (E-M)					
	Philco Television Playhouse L (E-M) Starts July 17		*Garroway at Large* L (E-M)			
	Barn Dance L (E-M)	*Dr. Black* L (E-M)	Chevrolet Roller Derby (To Conclusion)			
	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One			Ansonia Shoes, Diana Barrymore Show
			Co-op Wrestling (From Sunnyside Arena) L (E-M)			
	The Black Robe	Cities Service Bands of America	Miles Quiz Kids L			
		Movie Shorts F (E)	Co-op, Boxing (to midnite)			
	Gulf Oil Corp. We the People L (E)	Auto-Lite Suspense	Sheaffer Pen This Week in Sports	*Blues By Bargy*	Chevrolet Pantomime Quiz	*News Reel*
	The O'Neills L (E-M)					
	P & G (F)	Pabst The Life of Riley	P. Lorillard Original Amateur Hour			
			Co-op, Wrestling L (E-M)			
	Bigelow-Sanford Donninger-Winchell	TBA	P. Ballantine & Son Tournament of Champions International Boxing Club Bouts			*Telefinds of 1949*
	The Plain-Clothesman L (E)					
	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank			
	9-9:25 Time-Life Cruis. Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr.	*Starring Boris Karloff* L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
	Speidel Ed Wynn	*Film Theatre*	TBA		*Blues by Bargy*	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E)				
	TBA		U. S. Tobacco Martin Kane Private Eye			
	Libby, McNeill & Libby Auction-Aire L (E-M)	Int. Cellucotton (Kleenex) Fun for the Money L (E-M)	*A Couple of Joes* L (E-M) (11:15 pm)			
	Ford Theatre 54th Street Revue			Household Finance People's Platform	Blues By Bargy	Newsreel
	Fishing & Hunting Club of the Air L F (E-M) (NI)		Co-op Amateur Boxing L (E-M)			
	Bonny Maid Floor Show L	American Cig. & Cig. Big Story (alternates with Believe It or Not) L	Gillette Fights L			Chesebrough Greatest Fights (F)
	Feature Movie F (E-M)					
	Premiere Playhouse					
	Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)			
	Crosley (Oct. 8) Who Said That L (E-M)	*Film*	*Meet the Press* L			



WHAT IS *GOOD* TELEVISION RESEARCH?

A SATISFACTORY Television Audience Measurement service must fulfill the following requirements:

1. It must be CURRENTLY representative as the degree of ownership increases. No static panel can do this.
2. The sample must be BIAS-FREE and representative of make and age of sets. No service dependent on ownership lists from stations, dealers, distributors or manufacturers can do this.
3. The sample must be based on TELEVISION FAMILIES and not all families, if sensible programming and management policies are to be established.

THIS is why THE PULSE cannot do television audience research in cities other than its present radio markets at a reasonable cost. To produce a sample meeting the above requirements in other areas is extremely costly.

THE PULSE will not do bad research!

PRESENT TelePulse cities where monthly audience reports are available are:

Chicago	New York
Cincinnati	*Washington
*Los Angeles	Philadelphia

For information about televiewing in these markets

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

* First report in October

CBS is eye-witness proof of how to catch and hold—TV audiences. Last year's big evidence, Toast of the Town, Mama, Suspense, Godfrey, is now backed by exhibits like Inside U.S.A., Ed Wynn, Ken Murray's Blackouts. For information leading to the arrest of a declining sales curve, take your case to CBS—the best not-at-all-private "eye" in all television.

CBS-TV

Color

(Continued from page 45)

sor of another color technique, was taken to task for its own inability to show greater progress. RCA said it now hopes to make an earlier delivery.

● CBS said it would deliver a table-model direct-view set to FCC on Oct. 27, the date specified by FCC, and about Nov. 10 would also provide an all-electronic projection set even though it is not proposing this type for commercial use. CTI said it would have a receiver available to the Commission in early December.

● Comr. Robert F. Jones, FCC's most outspoken proponent of color now, hammered away at the "complete compatibility" thesis with this insistent question: "Should three million set owners stop the rest of the U. S. from having color television, even with an adaptable system?"

RCA, in its petition for a two-month delay in the comparable demonstration scheduled for Nov. 14, had argued that it needs the extra time to field-test its system and develop additional equipment, and also that postponement would permit CTI to participate and obviate the need for two separate showings.

CBS, in a 12-page reply, claimed RCA had given "no valid reasons whatever" and suggested the real motivations "lie elsewhere." CBS charged that "RCA's primary interest is in preventing the adoption of the CBS color system" and that "various systems" offered by RCA in recent years were, "like its petition," intended "only to further that interest by setting up roadblocks of delay."

Claims CTI Exclusion

Columbia considered it obvious that CTI cannot, by mid-January, reach the stage of readiness which RCA seeks for itself. Thus, the petition asserted, "RCA's own standards for readiness . . . would exclude CTI for an indefinite period, and would indefinitely postpone comparative tests if RCA's contentions were accepted."

CBS also said it would try to arrange to fly its equipment to San Francisco in late November, if CTI can be ready by that time, so that it would be possible to evaluate all three systems "within the framework of the Commission's original schedule." This assumed that the comparisons of RCA and CBS color and DuMont black-and-white would be held Nov. 14 as planned.

Columbia asked for oral argument if RCA's petition is not "promptly denied."

The CBS petition suggested the "true" basis for RCA's petition "may well be" (a) that RCA considers its system inadequate and hopes in the next two months to "come upon something that will rescue RCA from its present embarrassed position"; (b) that RCA "wishes to put off as long as possible the day of direct comparison" with the CBS system; (c) that RCA, as NBC's parent, would like to extend the current black-and-white freeze for NBC's competitive advantage in single-station markets, or (d) that RCA wants to forestall "encroachment" on its "dominant patent position."

In a prompt and short answer RCA called these suggestions a "fabrication" which is "as presumptuous as it is false." It said CBS "does not challenge" the engineering reasons advanced for postponement, and that Columbia's arguments are "no more than efforts on the part of CBS to obtain a premature decision, based upon inadequate facts, in favor of its system."

Columbia, RCA charged, "completely ignores the fact that the public interest can be served only by a sound decision and not necessarily by a quick decision."

RMA's petition, also asking postponement, claimed each system is entitled to be judged with the use of the best equipment available, and that CTI's opportunity should not be restricted "merely because CTI has limited financial and engineering resources in comparison with those of RCA and CBS."

RCA Endorses Principle

RMA, which opposes immediate standardization of color but endorses the principle of "complete compatibility," maintained that "neither CTI nor RCA, nor for that matter CBS, presently possesses adequate and satisfactory equipment to demonstrate the full capabilities or shortcomings of their systems."

Sacrificing "a few weeks or months now" to permit each system to reach a state of readiness, RMA continued, "may prevent a mistake which will plague the public and the industry for years to come." The petition asked for postponement "until such time as each of the systems has adequate and satisfactory apparatus available."

Inside the hearing room, while the petitions and replies were being filed through customary channels, the Commission completed hearing the bulk of CTI's and Philco's direct testimony, and launched into that of DuMont.

Under the new time-table, hearings will be held tomorrow (Tuesday) through Thursday noon, and Nov. 8-9-10. After the comparisons the week of Nov. 14, they will be recessed until the CTI demonstration Feb. 6.

DuMont's Surprise

DuMont launched its testimony Wednesday afternoon with a surprise "demonstration" which threw the proceedings into a brief turmoil. With DuMont Research Director T. T. Goldsmith Jr. on the stand, DuMont engineers wheeled in a color disc converter which they said was the actual size necessary to convert a 20-inch black-and-white set to CBS color.

The converter was about 6½ feet long, 4½ feet high, and 4½ feet from front to back, and employed a five-horsepower motor. Dr. Goldsmith said it was intended to show such conversions, far from being as simple as CBS claims, are actually "ridiculous."

He showed that the device would blow ordinary fuses, but when he cautioned Commissioners to move back "for safety's sake." Chairman Coy snapped: "We are not in the sideshow business. This demonstration will have to be called off."

Hennock Hits DuMont

Comr. Frieda B. Hennock told DuMont representatives: "You can ridicule anything when you don't meet the issue. CBS has gone to the trouble to produce a color system and you have not." She also noted that CBS had not claimed direct-view conversion for sets larger than about 12½ inches.

Counsel for CBS labeled the exhibition an expensive "publicity gag," adding: "If that is the extent of DuMont's experimentation, CTI had better watch out." DuMont is assisting CTI in tube development work.

The color wheel was demonstrated after the hearings recessed, with Comrs. Jones and George E. Sterling the only FCC members present.

In his prepared statement, Dr. Goldsmith suggested a new approach to compatible color, declaring that principles used in the continuous motion picture projector could be used in video to reduce flicker, a "fundamental" problem.

Equipment which would be used for such a system, he said, would include storage tubes in which electric energy would be stored and released as needed to produce images without flicker. Line interlacing probably would be employed to give continuity of motion, as in present monochrome systems.

Flicker Problem

He said flicker exists in "varying unsatisfactory degrees" in the CBS, RCA, and CTI systems and that, although additional laboratory work is necessary to bring equipment to a point where it could be used as a "national color system," the principles show high promise.

Mr. Smith, of Philco, meanwhile was subjected to sharp questioning, particularly by Chairman Coy and Comr. Jones, as to whether the "principles" advocated by Philco would not effectively preclude adoption of the CBS color proposal.

He maintained that CBS could revise its system but declared that, if Columbia intended to have a non-compatible system, then it should submit a plan for transition to the new standards.

In any any event, he said, Philco feels that ultimate standards should be in accordance with these principles:

1. The standards must be such as to

(Continued on page 56)

SEN. JOHNSON

'Impressed' by Color Systems

SEN. EDWIN C. JOHNSON (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, last week expressed himself as "greatly impressed" with demonstrations of the RCA all-electronic compatible and CBS sequential systems of color television.

At the same time Sen. Johnson, staunch advocate of early commercial color TV, told BROADCASTING that "compatibility is a very interesting development and highly desirable but not fundamental." He made the statement in denial of published reports that he favored the RCA system on the premise it is necessary to have a compatible system that can be integrated into existing monochrome low band allocations.

Sen. Johnson said he was "agreeably surprised" at the RCA demonstration he attended because he understood it showed "great improvement" over the initial test held earlier before FCC.

He indicated he is reasonably satisfied with the progress of the Commission's color TV hearings thus far, and that time consumed and delays were to be expected. He characterized testimony offered to FCC as a matter of separating "the chaff from the wheat—the wheat has been small in quantity, but it is very important." The color TV art must forge ahead as steadily as possible, he asserted.

ONE
FOR THE MONEY
ONE big market—a population of ONE million under the WLAV-TV umbrella.

TWO
FOR THE SHOW
All west Michigan showing interest and dependence on WLAV-TV shows.

THREE
TO GET READY
Before all the positions are sold on THREE great media—WLAV-AM-FM-TV.

FOUR
TO GO
Yes, go! From the start with FOUR great networks ABC-CBS-DUMONT-NBC.

MICHIGAN'S
ONLY OUT-STATE T.V. STATION
WLAV-TV
Grand Rapids, Mich.
Channel 7
Represented by
The John E. Pearson Co.

Color

(Continued from page 55)

permit the public individually, and at their personal option, to be able to have either black-and-white or color reception with no loss of program service either way.

2. Both color and black-and-white must be transmitted on a single set of standards so that each type of signal can be received interchangeably on either a black-and-white or color receiver.

3. The standards must provide a quality of service at least as good as that now provided by the present commercial standards.

4. The continuity of existing service to receivers in the hands of the public must be maintained. Any proposal of non-compatible standards must include a detailed program to accomplish this purpose.

5. In arriving at these standards there shall be no experimenting at the expense of the public, and the Commission will require assurance that the system has been thoroughly proven in before authorization of commercial service.

Philco proposed that FCC lift the VHF licensing freeze upon conclusion of the overall TV hearings. The company also thought UHF could be opened "to a limited extent" without blocking an ultimate decision on color standards. Mr. Smith said "some UHF permits for black-and-white should be issued to get things going in this part of the spectrum." He continued:

"The lifting of the freeze on the UHF will provide more than enough channels to supply the immediate demands for monochrome service and still provide sufficient channels for the temporary assignment of duplicate channels for color until such time as final color standards can be determined, if this should turn out to be necessary."

If FCC adopts color standards that are non-compatible with present black-and-white, he said, a transition program must be utilized to accomplish these objectives:

1. It must maintain and even expand current black-and-white services on present standards to avoid hardship to the public and serious setback and unemployment in the industry.

2. It must provide a real incentive to the public to purchase new receivers incorporating both the present standards and the new non-compatible standards by offering them sufficient value to make that extra expense justifiable and worthwhile to the individual purchaser.

3. After a substantial audience has been built up with receivers incorporating both standards, it must provide a procedure for gradually reducing service on the old standards—again at no inconvenience nor harm to the public.

Mr. Smith said Philco does not favor dual-channel operation (one for monochrome, one for color), but that this might be "inevitable as a transition measure" if a non-compatible color system is adopted.

He said his insistence upon an ultimate single set of standards for both black-and-white and color did not necessarily mean adoption of present standards for both—for example, he said, new black-and-white standards compatible with color standards might be evolved.

Chairman Coy contended that "implicitly" Mr. Smith was arguing against adoption of the CBS color standards. Mr. Smith replied that that was not entirely accurate. He maintained, however, that CBS has failed to provide a plan for transition to its standards, and that black-and-white reception of the CBS color signal was not as good as current black-and-white television.

Cites Situations

Comr. Jones wanted to know how Mr. Smith could urge that FCC "take the chance" on opening the UHF and not be willing to "take the chance" on color. Mr. Smith insisted the situations are not comparable. Further, he said, a non-compatible color system would require existing set owners to buy adapters in order to continue present services, whereas a UHF converter will permit reception of a new service.

He contended that "all other things being equal," most people would prefer color. But he thought cost would be an important differential. The demand for a $120 monochrome set, he predicted, would exceed that for a $220 color receiver.

Philco estimated that adaptation of existing 10 or 12-inch black-and-white sets to receive CBS color in monochrome would cost $75 to $100, and that conversion to receive in color would cost "considerably higher."

Mr. Smith said Philco is building equipment to test all three systems and is also working on its own system, but would not ask FCC to wait until this development is completed.

Not only Mr. Smith, but all other principal witnesses during the week, presented analyses of the various systems.

Mr. Smith maintained that the CBS system, with "45% less definition than our present system" is not "good enough" and lacks sufficient room for improvement. He also claimed CBS had submitted inadequate technical data on its system, and that the CBS converters do not appear to be "either a practical or a reasonable solution to the transition problem," even if they are technically satisfactory.

"We are not recommending at this time that systems of this type be ruled out," he said, "but we do not believe the specific proposal meets the requirements either as to the five principles for ultimate standards or the method of attainment of the ultimate goal."

He said the RCA demonstration was "very impressive" in its showing of compatibility and that he saw "no fundamental weakness" in RCA's proposed standards even though "we were not at all impressed by the color pictures or the color apparatus." He did not think there is "sufficient information" presently available to permit a decision on whether the system could ultimately be adopted.

He reserved judgement on the CTI system pending the CTI demonstration.

Frank H. McIntosh, consulting engineer, testified on behalf of CTI that Columbia's rotating mechanical disc and field-sequential operation have "certain advantages of similicity." But, he said, the system also has major drawbacks: Reduction in picture resolution, the requirement of "double standards of operation," and what he implied is a waste of frequency space.

He felt the RCA system "can undoubtedly be improved with time" but that "its practicality for commercial broadcast purposes seems doubtful for several reasons." He cited its "high cost, its great complexity, and its inherent sensitivity to the slightest misadjustment of either its transmitting or receiving equipment, accompanied by inevitable color loss or inversion."

Mr. McIntosh said he considered CTI's system a workable compromise between the RCA and the CBS proposals. Two disadvantages, were cited, however: Problems of registration, and interline flicker or crawl. He said registration problems must be solved for any all-electronic system and would be minimized by the single-tube operation envisioned by CTI.

Several Plans

He thought there are several solutions to the problem of interline flicker, including use of a suitable color scanning sequence, use of long-persistence phosphors, use of color primaries that will allow white to be transmitted with an equal signal intensity for all three colors, and use of primaries whose luminosities are nearly equal.

DuMont's brief held the CBS system is particularly susceptible to the effects of 60 and 120-cycle hum; that picture quality and size and the angle of view are limited; that the color phasing pulse was omitted in the official demonstration; that converted sets produced "degraded" pictures by comparison with those on specially built color sets, and that "satisfactory color performance cannot be met by

RAIBOURN

Video To 'Move Ahead' Regardless of Color

THE 117 black-and-white TV stations either operating or with construction permits cover 35% of the area of the United States, 78% of the country's population and 82% of the nation's effective buying income, Paul Raibourn, vice president of Paramount Pictures, told Tuesday's meeting of American Television Society.

"There is no freeze of black-and-white television," he declared, "and it is going to move ahead regardless of whether they sit and talk about color television for the next five or ten years."

What is really frozen is color TV, Mr. Raibourn stated. He explained that the record of the hearings now in progress before the FCC show why this is so. "The questions asked and the answers given don't convince anybody of anything," he averred.

Citing a recent survey which indicates a back-up demand for about six million TV sets, worth roughly $1.5 billion, he predicted that production of video receivers will rise from 2¼ million this year to three million in 1950, five million in 1951, seven million in 1952, until within six years the country will have 40 million TV sets, or one for every family.

Pointing out that gross national production dropped from a rate of $265 billion a year in the last quarter of 1948 to a rate of $250 billion a year in the middle of 1949, Mr. Raibourn stated: "It would appear that more advertising is needed to stimulate consumer demand if the high level of prosperity in the immediate past is to be maintained. Television is the only instrument in a long time which has the potentialities of the mail order catalogue in showing people what they want to buy along with some interesting entertainment, and will do more to expand distribution than even the mail order catalogue or the chain store ever did."

David Hale Halpern, radio and TV director of Owen & Chappell, ATS president, announced that the next meeting on Nov. 15 would be devoted to WOR-TV, New York's newest video station. Like last week's session, it will be held at 8 p.m. at the Park Sheraton Hotel, New York.

'relatively minor modifications' as specified by the FCC."

The RCA system, DuMont continued, involves a limitation on the degree of color saturation possible, leaves the dot structure visible at normal viewing distances, and results in monochrome reception when the color signal passes over a 2.8 mc coaxial cable. The RCA demonstration, it was charged, showed misregistry, lack of color fidelity, picture degradation due to the "sampling" process, difficulty with color phasing, and generally inadequate brightness of pictures.

Though CTI has not demonstrated its system, DuMont told FCC the system possesses limitations with respect to color crawl, registration and resolution, and that converters using present techniques and apparatus "will be expensive, bulky, and produce a picture of reduced quality."

DuMont's brief also reported the company is working on a direct-view tube similar to the one described earlier by Dr. Charles Willard Geer, but that "this tube development is still in its primary stages where it is not possible to estimate its ultimate practicability."

Earlier in the week, winding up CTI's testimony, Col. Donald K. Lippencott, San Francisco attorney and engineer, estimated that CTI color could be ready commercially "in two or three years" after FCC approval, given "reasonable conditions."

At one point CBS interposed an offer to lend two electronic projection tubes to CTI.

Comr. Sterling wanted to know whether CTI could proceed faster in setting up its equipment if its official demonstration, now scheduled for Nov. 28 in San Francisco, were called off. Col. Lippencott said it could.

Meanwhile, the vice president of the Philadelphia Radio Servicemen's Assn., Richard G. DeVaney, wired FCC Chairman Coy that the public welfare demands that video manufacturers educate installation and service men thoroughly in monochrome television before considering color. The servicing industry, he charged, has not been supplied with proper information, and poor installations and customer dissatisfaction have resulted.

NETWORK PLANS

Set by KOTV (TV), WNBF-TV

KOTV (TV) Tulsa, which was scheduled to start commercial operations yesterday (Oct. 30), will be affiliated with all four networks. Affiliation agreements are already signed with CBS-TV, NBC-TV and DuMont, and an agreement is in the process of being signed with ABC-TV. The station also will carry the Paramount TV Network of Los Angeles.

The new station has appointed Adam Young Television Inc., New York, as national representative, it was announced by the Young firm.

Another multi-affiliated station is WNBF-TV Binghamton, N. Y., which CBS-TV last week announced had signed as a primary affiliate. Station also was signed with NBC-TV and DuMont.

KOTV (TV) operating on Channel 6, is owned and operated by the Cameron Radio and Television Co., with Marie Helen Alvarez as general manager.

WNBF-TV is owned and operated by Clark Assoc. Inc., with Cecil Mastin as general manager. It will commence Dec. 1 on Channel 12.

KECA-TV Hollywood has put into service four new portable combination dimmer switchboards, of 20,000 w capacity each. Each unit can handle six banks of lights individually or collectively.

TV MUSIC

Opposition Mounts to Petrillo Proposals

JAMES C. PETRILLO last week issued his proposals covering services of musicians for television films—and they fell on management with the impact of a blockbuster.

It had been a foregone conclusion that industry would not like the proposals, but the reaction that has been building surpassed expectations.

It seemed likely, according to some industry spokesmen, that one result of the proposals would be a coalition of management forces unprecedented in the entertainment field. Not only television stations and networks might form an organization to oppose the proposals but, joined with them, might be the big Hollywood studios, Eastern film producers, transcription companies doing TV packaging and advertising agencies.

A television network authority in labor matters said flatly that the industry would not operate under the Petrillo proposals.

A producer active in television films called the proposals "an ultimatum and not a negotiation." He could foresee only a long series of talks before any pact could be arrived at if the Petrillo proposals were made the starting point of an effort to reach an agreement on use of musicians in TV films.

Eastern Meeting Today

On the East Coast, an effort was being made to arrange a meeting for today (Oct. 31) of television network personnel experts and film producers. Presumably they would work out a plan of action and then ask Mr. Petrillo to meet with them to discuss modification of terms of the proposals.

On the West Coast, a meeting of the 98 film producers who are members of the Television Film Producers Assn. was being arranged by President Hal Roach Jr. Mr. Roach himself, who was in New York, was not expected to attend, although it was expected he would be in close touch with the situation by telephone.

Mr. Petrillo's proposals were sent out to the industry in a form which took up six and a half single-spaced, typewritten pages, set forth in 31 major paragraphs, many of which contained several subsections.

They were developed by the AFM president after meetings several weeks ago with telecasters, film producers, show packagers and agencies at which he announced he was desirous of changing the position of the AFM, which at present bans use of musicians in TV films. Subsequently, the AFM executive board met with him to work out the proposals.

The lead-off proposal calls for $27 per man for each 15 minutes or less of TV film program, the rehearsal, recording or photographing of which does not exceed one hour. The leader is to get $54.

That compares with the live TV network rate, on a single engagement basis of $16.20 per man for 30 minutes or less.

Several other proposals develop the rate picture. Overtime rate for rehearsing for each 15 minutes or less is $4.50 per man; minimum pay for any call, not exceeding three hours, $22.50; doubling, 50% extra. Elaborate provisions are set forth for rates of musical arrangers, copyists and proofreaders.

The proposals also require that musicians shall be engaged as librarians and film music cutters. These provisions, it was said by one film industry spokesman, are not in line with present motion picture practices and could lead to a jurisdictional fight between AFM and other unions with employers in the middle. Librarians are to get $2.50 per hour, assistants, $2 per hour.

Another provision gives the AFM the right to cancel any contract on 60 days notice. That clause is regarded as unrealistic by industry spokesmen, because TV program series require production over long periods—say to produce a 13-week or 26-week effort.

The final provision set forth the AFM philosophy that a royalty fund, similar to that now in use in the recording and transcription field, be created. Presumably, if the procedure in records and ET's were to be followed, TV film manufacturers would pay the royalties, although it was said several weeks ago that Mr. Petrillo favored the payment of such royalty fees by television stations themselves. The royalty provision closed with the message that the federation was "prepared to consider the most practical methods of applying this formula to these similar circumstances."

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Local Talent for TV

(Report 83)

By RICHARD MARVIN

TELEVISION programming has developed its full share of headaches for stations located in metropolitan areas where there is a reservoir of professional talent available to carry out program ideas. But what about TV stations located away from the glamour areas, in cities which have very few professional entertainers available?

Lack of talent or no lack of talent, these stations must turn out programs day after day which keep viewers interested in their sets, which maintain station prestige and which capture the enthusiasm and—most important—the dollars of local advertisers.

With television so new, a certain number of inept and unimaginative local programs may be excused by this very newness, but it's an excuse which wears thinner every day the station is on the air. People who have paid money for TV sets expect programs they enjoy, and the mere fact that they live in a city which does not have much professional talent available makes no difference. They want results!

True, there are local sports, and those tired movies, and quiz shows, and hillbilly music, and a pleasantly increasing flow of good kinescopic programs from entertainment centers. These fill up the schedule, but there still must be a considerable quota of locally originated entertainment programs.

Fortunately there are several precepts which, if accepted as true, can help TV stations in this situation to develop a strong group of local programs. These involve a series of three definitions—definitions which try to establish one of the primary advantages of TV.

The first definition is about radio. It says, "Radio brings us people as we want them to be!" This seems true enough. We listen to a girl singer via radio, and through her voice we build up a mental picture. Regardless of what she actually looks like we revise her to fit our own mental pictures. To you she may be a willowy blonde, to the next person a petite brunette, to the next person a sultry redhead. Her actual appearance is unimportant—everyone builds his own mental picture of her as he wants her to be.

* * *

NEXT we come to a definition of motion pictures, which reads, "Motion pictures bring us people as we wish they were!" Again, this seems true enough. Hours and hours are spent in makeup, lighting, and shooting people so they appear ideal. We're all familiar with the fact that many of our most glamourous stars look much different when we meet them on the street. And we're all familiar with the picture scene where the hero escapes from a speeding car, jumps down an embankment, climbs aboard a moving train and ends up with not a hair out of place, not even breathing hard, and with not a spot on his well pressed suit! Yes, motion pictures bring us people as we wish they were!

Then, finally, we can define television by saying, "Television brings us people as they are!" If they have unruly hair, if they have boney knuckles—brother, they have them on television, too! If they have personality, television reflects it. With little opportunity for elaborate makeup, with little time for extensive rehearsal, with no opportunity for retakes in case of an error—television brings them to us as they are.

* * *

EVentually, as TV becomes more experienced in camera angles and makeup, and reaches the point where more and more time may be devoted to rehearsals and smooth production, the medium will lose some of the "people as they are" quality and pick up attributes of motion pictures. But for local TV with limited studio facilities and limited camera rehearsals this stage will not be reached for several years to come.

In the meantime, local TV can accept the maxim "Television brings us people as they are!", and make it the keynote of their program policy. Foreget about professional talent, and concentrate on people as they are—looking the way people look, saying the things people say, doing the things people do!

Every city has dozens of residents who have distinguished themselves by doing what people do so well that they have established themselves in local entertainment circles. They're not professional entertainers, but sometimes they're better than many of the so-called professionals who come sliding across our screens.

For example, every city has its local "card." He may be a character who acts as m.c. at clambakes and fishfrys and in-between times holds forth in front of the firehouse. Or, he may be a banker who convulses society and the Country Club. Every city has its "card" (maybe several of them) and local TV should scout him out. He has proven that he understands local people and the local sense of humor.

Also, every city has its local Elsa Maxwell when it comes to giving amusing and novel parties. This person may be found either in the Country Club district or on the other side of the tracks. But local TV should find her (or him) and profit by this person's knowledge of local entertainment standards.

Every city has numerous clubs which periodically stage entertainments. Eevery city has organized entertainment groups in the Police Department, Fire Department and other civil service units. Every city has its quota of barbershop quartets. Every city has High Schools with their bands, glee clubs, dramatic clubs and other entertainment groups. Every city has people who do their native folk dances. Many of the larger unions have entertainment groups. Every city has pretty girls. Every city has people who play every instrument from the bagpipe to the bugle. Every city has singers galore!

* * *

To a degree this method of locating talent sounds like a perpetual series of amateur hours. But don't let the term "amateur" discourage you. Remember, these people have their own work, or profession, or attend school. Their families and interests are located in the town. Many of them have no desire to ever become professional entertainers. They entertain because it's fun—not because they ever expect to do much about it. You'll find them cooperative, interested, hard working and—if you are patient—you'll find a lot of g-o-o-d entertainment.

These are the people who are doing the things which people do—and doing them well enough to provide local entertainment away from television. These are the people television should seek out.

There's a very good possibility that through this method a TV station may develop a "stable" of local personalities.

Suppose, for instance, that a very excellent singer turns up as soloist with the High School glee club. Suppose this same singer turns up again as the son of a policeman and sings with the Police Quartet. Suppose he turns up again on two or three other programs. He is beginning to become a local star! The same thing applies to dancers, musicians and comedians. The cream will rise to the top, and pretty soon the TV station will have an accurate file of the most popular entertainers in town—who can then be combined in a local variety show, or given regular programs of their own.

So stop worrying if you haven't a local reservoir of professional talent. Start looking around your own back yard. Give your viewers entertainment of the people, by the people and for the people. Bring the neighbors who have entertained you and your friends for years to TV, doing the things they do best and naturally.

Remember that "Television brings us people as they are!", and capitalize by moving in front of your cameras the people in your city who had proven capacities for entertainment before TV ever came into the picture.

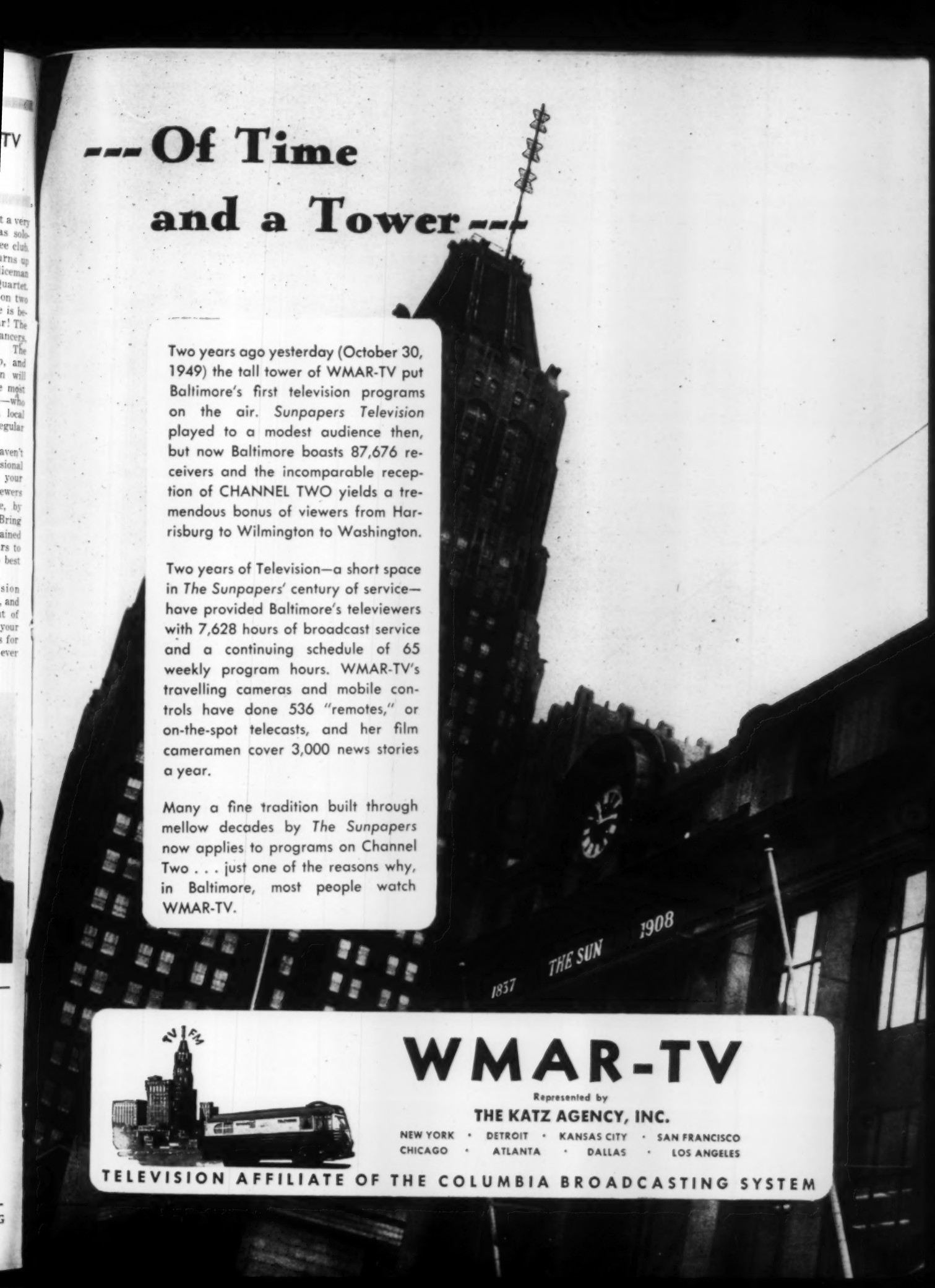
* * *

ALWAYS a champion of local stations, Richard Marvin in his 21 years of radio experience "discovered" many local programs which he developed into network commercials—including *Vox Pop* from Houston, *Grand 'Ole Opry* from Nashville and *Double or Nothing* from Washington. Now free-lance, and concentrating on television, he believes the TV counterparts of network successes such as these exist or may be developed on local television stations.

Mr. MARVIN

Campaigns on TV

AT least one political candidate in Boston will use television in his bid for office. Starting last week, Mayor James M. Curley appeared in a series of eight 15-minute broadcasts on WNAC-TV in his campaign for re-election. He will wind up his video series on election night, Nov. 7. The Build Boston Committee is sponsoring Mayor Curley's appearances. The agency is Harry M. Frost Co. Inc.



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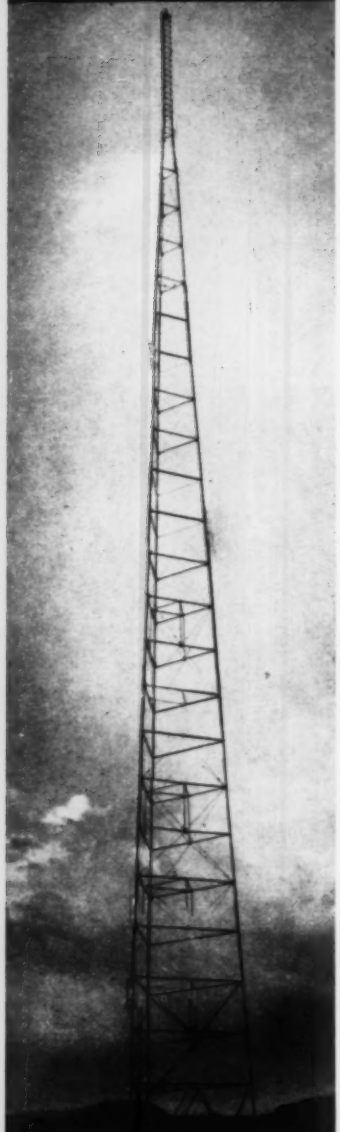

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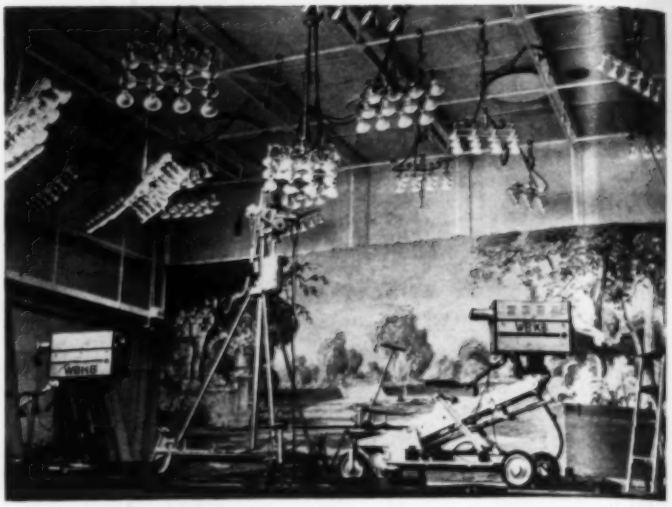
STUDIO LIGHTING

RCA Has Packaged System

PACKAGED studio lighting systems designed for use with television cameras are now available through the Broadcast and Television Studio Equipment Section, RCA Engineering Products Dept., the company announced last week.

Studio lighting fixtures include specialized equipment items for commercial TV operation. Featured are high intensity fluorescent banks, high intensity spots and incandescent banks. All lights are designed for pyramid-mounting on studio ceilings and are mechanically-controlled. Lighting systems will improve the output of TV stations, the company said. RCA broadcast engineers are available for consultation in planning correct studio lighting, RCA also revealed.



RCA's new packaged studio lighting system for television stations shown in a typical studio layout.

Film Report

"TELETEASERS," series of 30-second, open-end film introductions for local slide commercials, applicable to any retail product, has been produced by **Cinecorders,** 525 Walnut St., Cincinnati. **Ray Shannon,** veteran radio character actor, delivers comic business around key advertising words. Firm plans release of five new characters monthly. . . . **Jerry Fairbanks Productions,** Hollywood, producing two one-minute animated spots for TV for **Coastal Savings & Loan Assn.,** Los Angeles. Agency: **Lee Ringer Advertising,** same city.

Stokey & Ebert Television Productions, Los Angeles, has produced half-hour film for television, of Charles Dickens' "Christmas Carol." Package will be sold as special Christmas presentation by **Music Corp. of America** to individual stations throughout country. **Arthur Pierson,** film director, prepared script and directed film. . . . **Video Varieties,** New York, has completed series of nine film commercials on behalf of Vaseline Hair Tonic for **Chesebrough Mfg. Co.,** through **McCann - Erickson Inc.,** both New York.

Allen Furniture Co., Roslindale, Mass., has signed with WNAC-TV Boston for unique film series to run through October 1950. Titled *Curiosities in the News,* film is produced and narrated by Hollywood's famous **Walter Fudder.** Program is quarter-hour feature and will be telecast Friday 7:30 to 7:45 p.m. Commenting on company's use of television, **Irving Petkin,** president, said: "Television will play a very important part in the merchandising and promotion of Allen Furniture in our coming year's campaign. Different and unusual treatment of merchandising is planned through our television program." Agency: **Silton Brothers Inc.,** Boston.

Youth Films, Los Angeles, has signed **American Releasing Corp.,** same city to distribute series of six 40-minute TV films based on dramatizations of Biblical Psalms. . . . **Riteway Inc.,** Toledo, Ohio, (manufacturer and distributor of gas conversion units), has purchased 20 episodes of **Telefilm Inc.'s** *Roving Camera* series to be telecast on WSPD-TV Toledo, placed direct. . . . **Stephen Bosustow,** president **United Productions of America,** Burbank, Calif., recently announced plans for firm's studios involving building of 13 additional offices to accommodate recent 25% personnel increase. Mr. Bosustow is presently on two weeks business trip to San Francisco, Chicago and New York.

Polio Films

March of Dimes, Los Angeles committee, will utilize eight film shorts based on Hollywood television programs for 1950 March of Dimes campaign. Films now in making are for distribution to TV stations all over country. **John Swallow, TV Ads Inc.,** Los Angeles, is producing and directing series. Included are 15-minute film based on KFI-TV *Let's Talk Sports* with Tom Harmon; 20-minute film on KTTV (TV) *Pantomime Quiz* with Mike Stokey; ten-minute film of KTLA (TV) *Sandy Dreams* (all Los Angeles stations) and shorts featuring Jack Smith, Hoagy Carmichael, Larry Stevens, Tim Holt and Hungarian dancers Gisselle and Francois Szonyi.

When **Alfred Levy, TEEVEE Productions Inc.,** eastern representative, returns to his New York offices from Hollywood, he will have record-breaking audio-video audition film under his wing. Speeding through 11 hour shooting schedule at **Rudy Vallee Studios,** television producer **Bob Koenig** of TEEVEE completed filming 36 pages of script of *Veronica Show.* **George Tobin** acted as technical advisor and **Michael Road** handled direction and authored script. *Veronica* is 30-minute open end show.

KRLD-TV HOME

Rembert Reports on New Bldg.

KRLD-TV Dallas, due to start in November, will represent a $600,000 investment when its new building is completed, Clyde Rembert, managing director of the station, told the Dallas Advertising League. He addressed the group's weekly luncheon Oct. 14.

KRLD's present AM and FM operations also will be moved to the new building, which will have 20,000 feet of floor space, Mr. Rembert said. Studios now are in the Hotel Adolphus.

A staff of technicians, announcers and business personnel numbering 80 people will be housed in the new KRLD setup.

Top-Notch Shows Planned

"KRLD-TV will bring to Dallas-Fort Worth the topnotch CBS-TV commercial and sustaining shows, plus a wide variety of local events, particularly sports," Mr. Rembert added.

He pointed out that KRLD-TV will have a six-bay antenna, reportedly the first to be built in the country by General Electric Co. The 586-foot tower is ready, awaiting the antenna.

Mr. Rembert supervised showing of a CBS film on television at the luncheon. Bill Roberts, KRLD commercial manager and last year's Ad League president, was program chairman.

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ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE
MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!
UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs available; features, novelties, cities, sports, science

Complete film programs available; features, novelties, cities, sports, science

WRITE . . . WIRE . . . PHONE . . .
TELEVISION DEPARTMENT 8T

1445 PARK AVENUE
NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF
WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION
DIRECTORY
IS PRINTED THE
LAST ISSUE OF
EACH MONTH

GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Standard Bearer In Radio . . .

WOW-TV is a complete television operation, first in its field—just as Radio Station WOW has been for 26 years.

Staffed by 40 full-time employees — with four years of intensive television training behind them — and by 70 more AM-TV workers, WOW-TV is operating 40 to 50 hours a week. It is a basic NBC affiliate, with a schedule of NBC and national spot kineoscope, plus local commercial programming which is growing every day.

WOW-TV locally produced telecasts have included every big major event in the Omaha Area in the past two months. Among them: University of Nebraska Football games, direct from Lincoln over a WOW-TV-owned microwave relay system (sponsored by General Electric Dealers); the AK-SAR-BEN Rodeo; "Little World Series" baseball; professional football; wrestling; good dramatics; good variety; good musical shows; locally produced film news and special events.

On October 7 there were 6,000-plus TV sets in use in the WOW-TV service area (within 75 miles of Omaha). Sets in use are increasing at the rate of 400 a week.

WOW-TV has the MARKET, the FACILITIES and the KNOW-HOW to do any kind of television production, at low cost to the advertiser.

Let any John Blair man or WOW salesman tell you the complete WOW-TV story. It pays to buy on a rising market.

WOW-TV
OMAHA, NEBRASKA
CHANNEL SIX
RADIO STATION WOW, Inc.

John J. Gillin, Jr., Pres. & Gen'l. Mgr.,
John Blair & Co., & John Blair T-V, Inc., Representatives.

Telecasting Insert

Pull Out for Filing

Management

JOHN H. MORRISON named an assistant manager of KVER Albuquerque, N. M. He was on original staff of KVER, having aided in construction of station in July 1947. He served as transmitter operator and became chief engineer in August 1948; was formerly on the engineering staff of WBLK Clarksburg, W. Va., and chief engineer for state police operated radio stations in West Virginia.

THOMAS O. McCULLOUGH, president and general manager of WMBM Miami Beach, Fla., resigns effective Nov. 1. He organized Biscayne Broadcasting Co., operators of WMBM, in 1946 with station going on air Nov. 1, 1947. Prior to that, he was commercial manager of WIOD Miami, and before that was with Fort Industry Co. for 14 years at WSPD Toledo, Ohio, and WAGA Atlanta, Ga. He still retains his stock interest in WMBM. He will be associated with Gerity-Michigan Corp., New York.

Mr. McCullough

CAL PERLEY, formerly sales manager of group of southwest stations and before that with Harry Goodman transcriptions, appointed general manager of KTOW Oklahoma City.

JOHN J. HURLEY, general manager of WNEB Worcester, Mass., elected a director of Better Business Bureau of Worcester.

ROBERT W. FERGUSON, stations manager of WTRF WTRF-FM Bellaire, Ohio, elected president of Martins Ferry, Ohio, chapter of American Red Cross.

FLOYD FARR, general manager, KEEN San Jose, Calif., appointed to board of directors of Santa Clara County Safety Council.

BEN B. BAYLOR Jr., assistant general manager and sales director of WMAL WMAL-TV Washington, is in New York conferring with officials of ABC.

Lobbying Funds

HOUSE Administration Committee has approved a request for $40,000 enabling a House Select committee to proceed with its investigation of lobbying activities of government agencies and private firms. The seven-man group, headed by Rep. Frank Buchanan (D-Pa.), plans to announce its schedule of proposed hearings sometime next January when Congress reconvenes. [BROADCASTING, Oct. 17].

RADIO WOMEN

NAB Dist. 2 Meet Set

ASSN. of Women Broadcasters, NAB District 2, will hold its annual conference Saturday and Sunday, Nov. 5 and 6 at New York's Hotel Astor, conference chairman Doris Corwith of NBC announced last week. Conclave theme is "The Woman Broadcaster Looks Ahead," with panel discussions scheduled for Saturday morning and afternoon.

Panel on Saturday morning will discuss "This Week's Paycheck—Who Earns It, and How, Who Pays, and Why." Participants include Gertrude Grover, WHCU Ithaca; Barbara Welles, WOR New York; Nancy Craig, WJZ New York; Linnea Nelson, J. Walter Thompson; Mary Eileen Ranney, WROW Albany and Maurice Mitchell, BAB director.

Speaking on "The Importance of the Women's Shows," Lloyd Vernard of the Edward Petry Co. New York, will address the women broadcasters at Saturday's luncheon. Saturday afternoon's panel on "Tomorrow's Pot of Gold—TV," will have the following participants: Geraldine Zorbaugh, ABC, acting as moderator; Ruth Crane, WMAL Washington; Frances Buss, CBS-TV and past-president, AWB; Dorothy Doan, also CBS-TV; Elizabeth Neebe, TV producer at Campbell-Ewald and J. R. Poppele, vice president and chief engineer, WOR New York.

AWB members will hold a business breakfast Sunday morning with representatives from NAB member stations in New York and New Jersey expected to attend.

Serving with Miss Corwith as conference committee members are: Dorothy A. Kemble, MBS, vice chairman and director of publicity; Ruth Trexler, ABC; Alma Dettinger, WQXR New York; Miss Nelson and Agnes Law, CBS.

HALL OF FAME

Planned by Radio Pioneers

THE RADIO PIONEERS Club Oct. 19 voted to establish a radio Hall of Fame to honor those who have contributed significantly to radio's advancement. Plan was adopted unamimously at club's luncheon meeting at New York's Roosevelt Hotel.

The club also suggested that annual awards be established for individual achievements in the arts, science and administrative phases of broadcasting.

The Pioneers heard a report by Carl H. Haverlin, BMI president and membership committee chairman, that 2,000 other persons are eligible for membership in the club.

The recently intensified membership drive of the Radio Pioneers has resulted in 30 new members in the past week, William S. Hedges, NBC vice president and president of the club, reported.

To encourage new membership, the Pioneers are waiving the usual $10 initiation fee and offering memberships at $15 which includes 1950 dues and the silver microphone lapel pin of the club. Members are required to have spent at least the last 20 years in radio.

CALIFORNIA'S Number 1 job—the governorship—is discussed by (l to r) Gov. Earl Warren, John Elwood, general manager of KNBC San Francisco, and Frank Clarvoe, editor of the *San Francisco News*. Occasion was a special broadcast of *Public Affairs Are Your Affairs*, weekly public service program presented jointly by KNBC, the World Affairs Council of Northern California and the *News*.

SPOT RADIO BID

Made by NARSR in Maine

PRESENTATION on spot radio was delivered by T. F. Flanagan, managing director of National Assn. of Radio Station Representatives, and Dana Baird, manager of Weed & Co.'s Boston branch office, before the Maine State Development Commission in Augusta, Me., early this month.

Mr. Flanagan cited the large-scale use of spot radio by national manufacturers, stressed the expanding vacation market, and briefly discussed costs specifically related to vacation advertising by the state of Maine.

Commercial

HUGH FINNERTY, formerly of KBYE Oklahoma City, named sales manager of KTOW same city.

CHUCK SWEENEY, recently resigned as member of sales staff of WHAP Hopewill, Va., joins WNOR Norfolk, Va. in similar capacity.

KENNETH L. CARTER, recently on special sales assignment with WMAR-TV Baltimore, appointed local sales manager of WAAM(TV) same city.

ASSOCIATED BROADCASTING Co. Ltd., Toronto, has been enfranchised by the Canadian Assn. of Broadcasters.

GUY GRIFFEN, formerly general manager of WSSB Durham, N. C. and before that, sales promotion manager for WFBR Baltimore, appointed TV sales representative for WMAR-TV Baltimore.

WILLIAM R. ALDRICH, sales manager of WFTW Fort Wayne, Ind. for past two years, resigns effective Nov. 1. He will open a large package liquor store in downtown Fort Wayne.

LOU SIMON, commercial manager of KPIX (TV) San Francisco, is the father of a girl, Deborah.

FACTS ON WHICH TODAY'S RADIO DECISIONS ARE MADE

Only in BROADCASTING do you find news of ALL radio—AM, FM, TV—told all in one book, told in the week it happens. . . .

- ACCURATELY
- INTENSIVELY
- THOROUGHLY

Send Me

NAME

ADDRESS

CITY ZONE STATE

ONE YEAR AT $7.00

(Includes 1950 Yearbook)

TWO YEARS AT $12.00

I Enclose $_____

Please Bill Me ☐

mail to BROADCASTING

870 Nat'l Press Bldg., Wash., D. C.

When the processing plant reports they can't plate your master (usually for reasons unknown) . . .

DON'T LET IT RUIN YOUR DAY . . .

Switch to Presto Discs

Every disc bearing the Presto label will plate well — either silver or gold — any time, everywhere.

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

Production

ART LINICK, radio personality for 27 years returns to air with *Art Linnick's Musical Comedy Clinic* disc show on WENR Chicago under sponsorship of Erie Clothing Co., same city. Program, signed for 52 weeks through Gourfain-Cobb Agency, Chicago, is aired five-a-week, 11 to 11:15 p.m. CST.

HENRY CLARK, formerly of WEAV Plattsburg, N. Y., as staff announcer, joins WENT Gloversville, N. Y., in same capacity.

FRANK WILSON joins KEEN San Jose, Calif., announcing staff.

PEGGY GANNON and ALEX COURTNEY, assistant directors at WPIX (TV) New York since before station began operations in June 1948, advanced to full staff directors.

RUSSEL HICKS joins cast of KLAC-TV Hollywood *You Be the Jury*.

JANE TIFFANY WAGNER, NBC director of education, elected public relations chairman for National Home Economics in Business group. She also becomes vice chairman of association relations committee of American Home Economic Assn.

RONALD C. OXFORD, former KFI-TV Los Angeles television director, named production director of KOTV (TV) Tulsa, now on the air with test pattern.

RUTH CRANE, director of women's activities for WMAL and WMAL-TV Washington, unanimously voted member of women's committee of the National Symphony Orchestra.

DICK MULCAHY, KECA Hollywood writer-producer, named producer on five weekly *Norwood Smith Sings* show.

KCNI TAKES AIR

250 w Fulltime at Broken Bow

KCNI Broken Bow, Neb., is now on the air with 250 w fulltime on 1400 kc. The Mutual affiliate is owned by Custer County Broadcasting Co.

Bud Crawford, former "ham" operator and engineer, is president and 25% owner. He also serves as manager and chief engineer. His wife, Georgia A. Crawford, is secretary-treasurer of the firm and 30% owner. Clyde R. Losh, local rancher, serves as vice president and holds 10%. Commercial manager is George T. Backe, a former accountant on the New York Stock Exchange, who is 2.5% owner. Remaining interest is held by Gerald Thurman, county superintendent of schools, 2.5%, and Carl R. Swanson, an engineer from WCFL Chicago, 5%. Custer County Broadcasting Co., which received its construction permit Aug. 11, approximately one year after the application was filed, started programming Sept. 28. Service is directed to the rural audience and the station claims the first primary service to the area to the north and northwest of Broken Bow. KCNI uses UP news and Capitol transcription service.

SPEED tests for Rocky Mountain football officials find Lloyd E. Yoder (foreground), general manager of KOA Denver, more than holding his competitive own. Mr. Yoder, a veteran in officiating circles and former Carnegie Tech All-American tackle, has begun his 20th year as a gridiron official.

WINS EXTENSION

FCC Denies Bid for More Time

APPLICATION of WINS New York for additional time to complete construction of its facilities for operation on 1010 kc with 50 kw at night has been denied by FCC "because of lack of diligence."

Owned by Crosley Broadcasting Corp., which also is licensee of WLW Cincinnati, WINS is licensed for 1010 kc operation with 50 kw day and 10 kw night, directional fulltime. FCC reported that the present extension request is the 17th of its kind, asking extension to March 25, 1950. If a hearing is requested in 20 days the denial would be set aside pending outcome of the proceeding. WINS counsel last week said such a hearing will be sought.

Crosley has sold WINS, pending FCC approval, to Generoso Pope, owner of WHOM New York and Italian language publisher, for $512,500 [BROADCASTING, Sept. 26, Oct. 3]. Application for sale has not yet been tendered at FCC.

Meanwhile, the Commission also denied further extension of completion date to Treasure State Broadcasting Co. for KYES Butte, Mont. Hearing also would be designated if requested in 20 days. KYES was assigned facilities of 1 kw on 610 kc.

The Commission explained that WINS has been operating with 50 kw at night since 1946 under equipment test authority in an effort to make the directional array work properly with that power. Only 10 kw is used during regular evening broadcast hours, however. WINS must protect both Canada and Cuba at night, it was explained. Difficulties also have been encountered in re-radiation from other broadcast towers in the area.

WINS counsel stated that the engineers are fully confident the technical difficulties can be overcome in the next 90 days in view of the progress made so far.

duPONT AWARDS

Entry Deadline Is Dec. 31

PLANS for the 1949 duPont awards of merit for two stations and one commentator have been announced by the Alfred I. duPont Radio Awards Foundation for the eighth consecutive year. Entries are being accepted until the Dec. 31 deadline, according to W. H. Goodman, secretary of awards committee.

Awards will be made in recognition of actual merit and performance during the current year without regard to the fact that any station or commentator previously may have received such recognition. They will be presented early next year, probably in March.

Two station awards (of $1,000 each) are of equal size and merit, the Foundation pointed out, one going to a station of more than 5 kw, the other to a station of 5 kw or less. They are conferred "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively." WBBM Chicago (50 kw) and KLZ Denver (5 kw) won the 1948 awards.

A five-man awards committee will review the entries and supporting data which must be delivered on or before Dec. 31, 1949. Shipments by express should be addressed to Mr. Goodman, Trust Dept., Florida National Bank, Jacksonville, Fla. No extensions can be granted, he stressed.

Entry is simply a resume of performance of the station, to be submitted preferably in loose-leaf form, 10 x 11½ inches, with such accompanying photographs or photostatic data as stations wish to enter. No original documents or papers should be included as all presentations become the property of the Foundation. No recordings will be considered. Foundation also stressed that presentation should be general and overall rather than based on a particular program or feature.

The commentator award, won for 1948 by Henry J. Taylor, is "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service. . . ." Award also is $1,000.

RCA THESAURUS

Adds Two New Programs

THESAURUS will add a Claude Thornhill show and a Fran Warren program in November as a lead-off in the transcribed program service's new era under the RCA setup, according to Donald J. Mercer, manager of RCA Recorded Program Services.

The Thornhill series, called *Win a Holiday*, will include a local-national tune-titling contest, with local monthly winners competing for the national monthly prize—a weekend in New York City at Thesaurus' expense. Awards to the local winners will include Claude Thornhill record albums from RCA Victor.

The Warren series, called *Fran Warren Sings*, includes vocals with present-day and nostalgic flavor.

Thesaurus, formerly a part of NBC, was transferred to RCA recently.

AP STATIONS

42 New Associate Members

ELECTION of 42 stations to associate membership in the Associated Press was announced Oct. 13 by Oliver Gramling, assistant general manager for radio. The new members increase AP's station total to 1,048.

Stations just elected:

WLYC Williamsport, Pa.; WJAR Providence, R. I.; WOPI Bristol, Tenn.; KAMQ Amarillo, Tex.; KIBL Beeville, Tex.; KPET Lamesa, Tex.; KTRH Houston, Tex.; WDAN Danville, Ill.; WABY Albany, N. Y.; WENY Elmira, N. Y.; WHDL Olean, N. Y.; WPNF Brevard, N. C.; KCLE Cleburne, Tex.; KPRS Olathe, Kan.; WMTC Vancleve, Ky.; WPKE Pikeville, Ky.; WPKY Princeton, Ky.; WJBW New Orleans; WGRO Bay City, Mich.; WTVB Coldwater, Mich.; WHDF Houghton, Mich.; WCEN Mt. Pleasant, Mich.; WSGW Saginaw, Mich.; WFDR New York; WTVN (TV) Columbus, Ohio; WCUO Cleveland; WOHI East Liverpool, Ohio; WMAN Mansfield, Ohio; KOME Tulsa, Okla.; KERG Eugene, Ore.; WFMH Cullman, Ala.; KVMA Magnolia, Ark.; KOSE Osceola, Ark.; KBRS Springdale, Ark.; KIBE Palo Alto, Calif.; KLZ Denver; KRPO San Jose, Calif.; WPCF Panama City, Fla.; WRLD West Point, Ga.; WGGH Marion, Ill.; WIBC Indianapolis; WWCA Gary, Ind.

MARK WARNOW

'Hit Parade' Leader Dies

MARK WARNOW, 47, orchestra conductor on NBC's *Your Hit Parade*, died Oct. 19 of a heart ailment at New York's Polyclinic Hospital, shortly after being admitted for a checkup. He had returned to New York on Sunday from the Richmond (Va.) Saturday night broadcast of his 493rd *Hit Parade* program, for American Tobacco Co., and mentioned that he felt exhausted.

He is survived by his brother, Raymond Scott, orchestra leader and composer; three children by his first marriage, Morton, Mrs. Elaine Anzell and Sandra Warnow, and two children by his second marriage, Suzanne and Josette Warnow.

Names Pischke

INTERCOLLEGIATE Broadcasting System, comprising 83 college campus outlets, has named Vail W. Pischke, radio attorney, as legal counsel. He will serve on the staff of the IBS Washington office.

ACHIN' TO GET MOUNT HEALTHY (Ky.)?

If you're plagued with anemic sales, Sir, don't expect Mount Healthy (Ky.) to bring about a cure! Despite its robust name, there ain't enough people *or* business in that little town, to bring your sales back to normal!

For a highly recuperative tonic, better follow WAVE's prescription and concentrate on the Louisville Trading Area, exclusively. This 27-county market does almost as much business as all the rest of the State combined — hence can heal almost any business!

Yessir! WAVE's what the Doctor ordered — guaranteed to put you in the pink, *not in the red*, here in Kentucky!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

There's one big reason why more than 250 stations are using it—

GREATER COVERAGE!

Take CBS, for example—

"All CBS-owned stations and many of our affiliates use the General Electric Limiting Amplifier. We find it a simple and economical way to increase coverage."

Howard A. Chinn

CHIEF AUDIO-VIDEO ENGINEER—CBS

MAIL THIS COUPON TODAY!

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletin with specifications and prices of the new G-E Limiting Amplifier.

NAME.....

ADDRESS.....STATION.....

CITY.....STATE.....

GENERAL ELECTRIC

Allied Arts

CARL B. MOLANDER, commercial manager of United Press, appointed assistant business manager. He will continue to supervise contracts for radio clients for U.P.

BURNS W. LEE, formerly public relations director of Rexall Drug Co., Los Angeles, opens public relations and publicity offices in Los Angeles at 635 Kenmore Ave. under name of **Burns W. Lee Assoc.** Prior to joining Rexall in 1946, he was public relations officer in U.S. Marine Corps and senior specialist in press section of U. S. Treasury Dept.; before that he was publicity director of Benton & Bowles Inc., New York. Associated with him is **FRANK LINDSAY RAND,** who formerly operated his own public relations counseling firm in Chicago. Previous to that he was CBS Chicago western division publicity director. Firm will handle industrial and association accounts.

IRVING (Hank) KEMPNER, lately program director at WKAM Warsaw, Ind., joins Harry S. Goodman Radio Productions, New York package firm, to cover Wisconsin and Minnesota territories.

VIC HAMILTON, formerly of KPHO Phoenix, joins teaching staff at Radio Production Studios, same city.

Equipment

LESLIE G. LANGILLE, recently general sales manager of Cummins Business Machines Corp., appointed vice president in charge of national sales for Magnetic Corp. of America, Chicago manufacturer of wire recorders.

FRANK B. POWERS, formerly assistant vice president of production of American Car and Foundry Co. and veteran of more than 20 years of service in engineering and manufacturing field, appointed director of manufacturing operations of Federal Telephone and Radio Corp., Newark, N. J.

RCA VICTOR, Camden, N. J., announces production of two new table model TV receivers with metal cabinets. They are Model T-121, with 12½-inch picture tube unit at suggested list price of $249.95, and Model 9-T-256, identical to 10-inch Special Anniversary Model except for "Close-up" control which electronically enlarges central portion of image to full screen size. Suggested list price is $229.95.

KALE PLANS

Sets Early 1950 Opening

A NEW 1 kw station serving the region of the Hanford Atomic Works at Pasco-Richland-Kennewick, Wash., will start operation about the first of the year, Robert S. McCaw, president and general manager of KYAK Yakima and KXRN Renton, Wash., reported last week.

The station, using the call letters KALE Richland (formerly the call of a Portland, Ore., station), is owned by the Yakima Broadcasting Corp., licensee of KYAK. Principal stockholders are Tom Olsen, president and general manager of KGY Olympia; J. Elroy McCaw, president of KELA Centralia, and Robert S. McCaw.

KALE will broadcast from sunrise to sunset on 900 kc. CP has been granted and, subject to FCC approval, the licensee plans to locate the transmitter on a site midway between the three cities. Lawrence Sparks, formerly with the *Olympia* (Wash.) *Daily Olympian*, will be station manager. Other personnel have not been selected.

NAB-NRDGA Awards

THE annual contest co-sponsored by the NAB and the National Retail Dry Goods Assn. to determine the best retail radio programs of 1949 was announced last week. Results of the contest will be announced at the 39th annual convention of the NRDGA Jan. 9-13, 1950, at the Hotel Statler, New York.

NAB AMENDMENTS

Eight Made in By-Laws

EIGHT amendments have been placed in the NAB by-laws by overwhelming pluralities following a referendum conducted by the office of C. E. Arney Jr., NAB secretary-treasurer. The amendments effectuate mandates of the board of directors, adopted in the July reorganization.

Principle amendment is that providing for election of two directors-at-large on the NAB board. Previously the by-laws had provided for one TV director when 25 TV stations were NAB members. The TV membership had passed the 30 mark in the late summer. Directors-at-large will serve two years instead of one.

Summary of Amendments

The amendments, with balloting (1,700 ballots had been mailed), are summarized as follows:

1—Defines status of associate members and their rights of participation in NAB affairs (Yes 708, no 47).

2, 3—Provide that in special cases the board of directors may set dues classifications on an interim basis, as in the case of television stations (No. 2, yes 693, no 61; No. 3, yes 692, no 62).

4—Provides for election of two directors-at-large to represent television stations on the board of directors (yes 712, no 39).

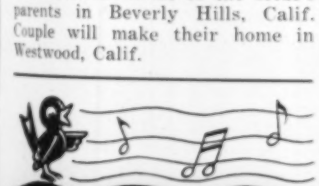
5—Allows the secretary-treasurer to count and tabulate votes in mail balloting, in place of a firm of certified accountants, and otherwise to conduct all elections (No. 5a, yes 704, no 50; No. 5b, yes 710, no 46; No. 5c, yes 696, no 59).

6—Provides for terms of office for NAB directors, and brings terms of directors-at-large in line with two-year terms of district directors, fixing the time when all directors take office (yes 709, no 47).

7—Cancels the board meeting held in the past immediately after the annual NAB convention, providing three board meetings each year (yes 715, no 41).

8—Eliminates the office of NAB executive vice president (yes 738, no 12).

Rozene Richards Weds

WEDDING of Rozene Richards, daughter of G. A. Richards, owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit, and Frederick Sibley Moore took place Oct. 21 at the home of the bride's parents in Beverly Hills, Calif. Couple will make their home in Westwood, Calif.

WREN
-ABC-
is the PEAK in TOPEKA
REPRESENTED BY
WEED & COMPANY

NOT a whit fazed after a descent to slightly more than 900 ft. below the ocean's surface in a Benthoscope off California's Catalina Island is Calvin J. Smith (r), general manager of KFAC Los Angeles and 16th NAB District director. He is interviewed by Bill Sener, KUSC Los Angeles general manager and head of the U. of Southern California radio department. The university's radio activities and the Benthoscope research are endowed by the Hancock Foundation.

E. L. DAVIS

FTC Member Dies

EWIN L. DAVIS, 73, member of Federal Trade Commission since 1933 and former chairman of a House radio committee, died Oct. 23 after a prolonged illness which absented him from Commission duties for most of this year.

Mr. Davis was elected Democratic Representative from Tennessee in 1919 and served in Congress until 1933 when he was named to FTC. He was serving his third term when he died, and was chairman in 1935, 1940 and 1945.

Mr. Davis was one of the ranking Democrats on the House Merchant Marine & Fisheries Committee when it was considering the original radio act. He wrote a lengthy minority report on the bill, particularly urging further safeguards against monopoly. He was the author of the so-called "Davis Amendment" of the late 20's, which set up a quota system of allocations that was later carried over into the Communications Act of 1934 but subsequently abandoned.

Previously he had practiced law in Tullahoma, Tenn., where he became a Tennessee Circuit Court judge. Mr. Davis was a member of the Federal, District of Columbia, American and George Washington U. Bar associations.

President Truman, faced with submitting a third appointment to FTC since early 1949, last week had not indicated a choice.

Mr. Davis was a brother of the late Norman Davis, head of the American Red Cross and previously member of the American diplomatic corps. He was born in Bedford County, Tenn., and attended Vanderbilt U., and George Washington U., from which he received a LL.B. degree. He was buried in Tullahoma last Wednesday. Survivors include his wife, Mrs. Carolyn Windsor Davis, and five children.

Prolific "Pop"

The population growth curve of metropolitan Quad-Cities resembles a water bug's view of the Cliffs of Dover . . . it's UP, and at a sharp angle.

Quad-Cities' population has more than doubled since 1930 . . . now exceeds 231,000 . . . the largest population market in Illinois and Iowa outside Chicago.

Combine Quad-Cities' SIZE with its buying power (effective buying income per family $5,693) and you have a broad base on which to build volume sales.

Market statistics are from 1949 Sales Management Survey of Buying Power

WHBF
AM - FM
BASIC ABC
Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus
Avery-Knodel, Inc.

Promotion

TOY dog, "Lucky," has been sent as promotion piece to the trade as reminder of Gaines "Lucky Dog" contest launched on Gaines Dog Food show *Juvenile Jury* on MBS. Toy animal barks when handle is pressed. According to Benton & Bowles, agency handling the account, he will "give you his considered opinion of Gaines' 'Lucky Dog' contest." Canine contest ends Nov. 4 with winner to be housed and entertained in New York with suite of rooms at Plaza Hotel, night spots, restaurants and show places. "Lucky Dog's" prize Crosley station wagon is to be shipped to New York in time to have his name engraved on side doors. Chauffeur and footman will pilot fortunate pooch about the town. Agency says Crosley TV set is included in prize list so "Lucky Dog" can see the "Man Fights." Reception committee, comprised of New York's highest-ranking dogs, continues release, will greet the winner and present him with bone to the city.

'Counter-Spy's' Gun

ABC SERIES *Counter-Spy*, a program in the course of which many a shot is heard, now has acquired a specially designed electronic gun to provide the proper sound effects on a fool-proof and harmless basis. The device is called "Sono-Shot" and was designed by Aeronics Inc. *Counter-Spy*, a Phillips H. Lord program sponsored by Pepsi Cola through Biow Co., is heard Tuesday and Thursday, 7:30-8 p.m. over ABC.

Sales Service

DIRECT MAIL is being used by WHLI-AM-FM Hempstead, L. I., to get local merchants to use their facilities for increasing Christmas business. Merchants were advised to call station to have account executive visit them with no obligation.

Mail Pull

INTERNATIONAL News Service, New York, is mailing promotion piece on success of six one-minute video spots on its INS-Telenews daily newsreel, which pulled 1,071 returns from 86 cities in 19 counties. Item advertised was a dog comb in return for ten cents and a label from a can of Dr. Ross Dog Food. Offer was aired by KPIX (TV) San Francisco. Sponsor renewed for additional 13 weeks on strength of pull, mailer proclaims. Folder reproduces picture of mail-counting that appeared in BROADCASTING.

KVER Tells

PICTURE of young lady reclining in a bed of daisies, above words, "Daisies Won't Tell," make up cover of multi-colored leaflet in latest promotion of KVER Albuquerque, N. M. On reverse side is picture of another young lady with wording opposite "So . . . We're Giving You the . . . Good News Inside." Then KVER lists four of the programs now carried on full Mutual schedule of network co-op programs.

Food Parade

PUBLICITY for opening of 1949-50 *Ford Theatre* series over CKCW Moncton, N. B., consisted of 19-unit caravan of Ford cars through city's main streets packed with evening shoppers two hours before first program was aired. Headed by police escort and sound truck, parade featured placards on each vehicle heralding program and calling attention to vehicle's type.

NOVEL billboard, designed by Karl O. Wyler, manager of KTSM El Paso, Tex., is newest addition to station's promotion. Theatre-type marquee is changed daily for viewing of thousands passing up and down Montana St., one of city's busiest thoroughfares.

Series Record

WORLD SERIES listenership record of WNBT (TV) New York has been made the subject of a sales letter by George H. Frey, director of NBC network sales. In the letter, Mr. Frey said a Hooper survey during the fourth game gave NBC's New York television outlet a 24.9 rating and 41.4 share of audience, with the second station trailing at a 13.5 rating and 22.4 share of audience. Also set forth were pulse figures for three games and a three-game average. The three-game average figures gave WNBT 23.5; Station B, 17.2; Station C, 14.8; Station D, 5.7; Station E 6.2, and Station F, 4.7.

WSCR Exhibit

EXHIBIT of WSCR Scranton, Pa., was feature of Northeastern Pennsylvania Better Homes Show with Chief Engineer Willard Shimski constructing a miniature studio. Visitors to the booth were interviewed by the station's announcers and personalities. Interviews were recorded with the discs presented to visitors as souvenirs. Over a thousand such recordings were made during the eight day show period, station reports.

England Tie-in

HUMAN interest story from Berkhamstead, Eng., via Associated Press, made an appealing item this month on Marion Sexton's *Spice of Life* program over WTAD Quincy, Ill. Story told how Lady Hadden of Rossway Hall was enjoying marmalade made from oranges grown on a tree planted in a hot house from a sprig of orange blossoms in Lady Hadden's bridal bouquet 64 years ago. Miss Sexton tied in commercial for the Bueter Baking Co. with desire to send Lady Hadden loaf of Butter Crust to go with the marmalade. Mr. Bueter sent bread by air to England.

WHBC Cards

A POST CARD series is being mailed to outlets of three sponsors, Birds Eye, Burkhardt's Beer, and Clabber Girl (baking powder), by WHBC Canton's promotion department. Cards bear reminders of programs on station in behalf of the grocers and other retailers and announce products' special schedule.

Defense Prospectus

PROSPECTUS titled "A Network Television Series of The Department of Defense" has been sent to the trade by Dept. of Defense. It tells of format for *Armed Forces Hour* new show which started yesterday, Sunday, on NBC-TV, and also gives illustrated listing of TV hook-up plan.

Personnel

ELIZABETH GAHRE rejoins KXEL Waterloo, Iowa, resuming former position as head of station's department of promotion and merchandising.

VIVIAN J. COOPER, formerly with WIP Philadelphia and WKDN Camden, N. J., joins WTTM Trenton as director of promotion, publicity and women's activities.

BERTIE NICHOLS, photo editor of CBS Hollywood Press Information Dept., and William B. Crane Jr. have announced their marriage.

ORVILLE SHATTUCK appointed staff photographer for WAAM (TV) Baltimore.

LIBEL and SLANDER
Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
CARRIED NATIONWIDE
For details & quotations write
Employers Reinsurance Corporation
Insurance Exchange Bldg.,
Kansas City, Missouri

RENEWALS

WALE, KXLJ, KEYY
Hearings Planned

WALE Fall River, Mass., was ordered fortnight ago by FCC to file application for license renewal within 30 days so that proceedings may be instituted to compare qualifications with two other applicants—Bristol Broadcasting Co., proposed WALE transferee, and Bay State Broadcasting Co., which seeks WALE's assignment and was loser in initial competitive proceeding which authorized station's establishment. Bristol Broadcasting is licensee of WNBH New Bedford, Mass.

Meanwhile, FCC ordered revocation of the construction permit of KCRO Englewood, Col., on grounds of alleged misrepresentations by one partner in the firm regarding his financial position.

The Commission also designated for hearing the license renewal requests of KXLJ Helena, Mont., on program issues, and of KEYY Pocatello, Idaho, on ownership issues. The latter was set for Nov. 21 at Pocatello.

In its order on WALE, the Commission explained that in June and July 1946 the application of Narragansett Broadcasting Co., WALE licensee, for new station facilities of 250 w on 1400 kc was heard in competition with two other applicants for the same assignment at New Bedford. One of these was Bay State. At the hearing, FCC said, it was represented by Narragansett that two local residents, George L. Sisson Jr. and Lawrence P. Cohen, would devote full time to the station as general manager and technical supervisor, respectively.

The order noted that FCC had been told Messrs. Sisson and Cohen between them owned some 43% of the stock and held options to purchase up to 90%, and that Albert Pilavin was represented as largest stockholder with 42% interest and would devote parttime to the operation. FCC observed that its grant in October 1947 favored Narragansett over the other applicants on basis of greater ownership-integration.

"As of this date," the order continued, "Mr. Cohen has severed his connection with the station and sold all of his stock with the exception of two shares," while Mr. Pilavin "disposed of his 42% stock interest prior to the time construction of the station was completed." Other parties, "who were not parties at the time of the hearing, purchased substantial amounts of the Narragansett stock prior to the completion of construction," the order related.

Noting that the Bay State bid for the WALE facilities was pending as well as the proposed transfer to Bristol Broadcasting, FCC indicated that a comparative hearing should be held.

In the KCRO proceeding, FCC explained that the revocation of the station would be effective 15 days after receipt of the order unless a hearing were requested by the station within that time. KCRO is assigned 1 kw daytime on 1380 kc. The permit was granted in November 1948.

KCRO's Grant

FCC stated the KCRO grant was made without hearing and based in part upon the financial statement of R. L. Cunningham, one of three partners, dated Aug. 1 and filed Sept. 13, 1948, in an amendment to the application. The Commission said the financial statement showed "total assets as $16,788, liabilities of $1,887, and a net worth of $14,901."

FCC asserted that Mr. Cunningham "concealed from the Commission the fact that he had filed a petition in bankruptcy" on Aug. 25 which showed total assets under $100 and liabilities of $4,497.91.

FCC also claimed the partner stated that the $9,000 which he proposed to contribute to the station would be obtained from E. E. Bradford and Irma Bradford and would be secured by a chattel mortgage on his 32,847 shares of stock in Englewood Radio and Recording Co. "when in fact such stock had already been pledged by him to secure a loan from Ida Woodin."

In the KEYY proceeding, the Commission reported it wished to determine all agreements and contracts made by the station with Louis Haller relating to ownership and management of the station. FCC said Mr. Haller obtained an option to purchase all of the KEYY stock last March and that it wished to inquire if this or any other agreement had been executed in violation of Sec. 310(b) of the Comunications Act. KEYY is assigned 250 w on 1240 kc.

No details of the KXLJ hearing issues have been made available, but the Commission indicated it wished to determine whether proposals had been carried out with respect to time devoted to local talent, sustaining and other programs. KXLJ is assigned 250 w on 1240 kc.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

RCA
TUBES ...
the standard of comparison
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RCA
For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

BE FIRST ON THE AIR with these RCA VICTOR hits on "DJ" couplings*

TONY MARTIN
There's No Tomorrow
A Thousand Violins
DJ-790

The THREE SUNS with ELTON BRITT and ROSALIE ALLEN
Close Your Eyes And Dream
Merry Maiden Polka
DJ-791

ANDRE PREVIN
Dardanella
The Gypsy In My Soul
DJ-792

*"DJ" records are special pressings—for radio station use only!

RCA VICTOR RECORDS

Programs

HALF-HOUR program weekly on WWDC Washington tells story of lives and contributions of great Americans. Titled *These Great Americans*, first show concerned Wendell Willkie and was narrated by Quentin Reynolds. Friends of late Mr. Willkie, Former Congressman Charles LaFollette and Ralph Becker discussed Mr. Willkie's contributions to "one world" concept of international relations. Succeeding programs will deal with President Roosevelt, Woodrow Wilson, George Washington Carver, Jane Addams, Franz Boaz and Supreme Court Justices Oliver Wendell Holmes and Louis Brandeis. Discussions by friends of "Great American" of week is regular feature. Series is presented by station and Anti-Defamation League of B'nai B'rith.

Amateur Weather Men

TO OFFSET complaints when weather reports are incorrect, Jerry Arthur, m.c. of *Make Merry with Jerry* show over WLAD Danbury, Conn. invites listeners to predict weather for coming weekend. Predictions are read on program. Hundreds of listeners respond weekly.

College Variety

CREAM of Maryland's collegiate talent meets in weekly contest of college variety revues on *Collegiate Talent Tussle*, debuting on WAAM (TV) Baltimore today. Show is sponsored by Baltimore *News-Post* and *Sunday American*. Stadium complete with bleachers, college flags, goal post and benches for players is setting. Three presentations from each school are scored individually by prominent judges. Battle of sexes as men's colleges compete against women's schools will be additional feature of first eight contests.

Peaceful Moments

IN an attempt to make public more aware of what is considers an "apathetic and fatalistic attitude" towards another war, KEEN San Jose, Calif., has started daily noon program of recorded one-minute *Prayers for Peace*. Prayers have been recorded for program by all members of San Jose Ministerial Assn. in addition to those by lay people, including teenage children.

Dressmaking

WOMAN'S show, *Through the Kitchen Window*, on WNBK (TV) Cleveland spends two of its three half-hour segments weekly in demonstrations of cooking and homemaking. Third segment is made up of sessions in home dressmaking and millinery. First demonstration involved step-by-step lesson in making of woman's evening dress. Viewers saw three yard remnant turned into dress during show.

Mood Music

NEW and novel music-dramatization, *Music Makes the Mood*, spearheads local Sunday afternoon programming on WCAU Philadelphia. Show features station orchestra and full dramatic cast in half hour of music and impressions, orchestra setting mood with selections running to pops and light classics, and cast acting out its impressions over musical background. Straight listening music and instrumental varieties round out periods not devoted to dramatizing moods.

Tragic Ending

END of 46 hour search for six-year old boy who drowned in creek near his home was wire recorded by Ernie Tannen, Hecht Co. *Community Reporter* on WGAY Silver Spring, Md. Being only radio reporter on the spot, Mr. Tannen recorded announcement of finding of child's body, and interviewed men who made discovery. Child's father expressed wish to publicly thank hundreds of police, soldiers, marines and volunteer firemen who aided in search. Recordings were aired minutes later from station's nearby studios.

Symphony Rehearsals

PORTIONS of actual rehearsals of Hartford Symphony are broadcast by WTIC Hartford, Conn. in effort to rally support for new musical organization. Interruptions of conductor and brief commentaries by Ted Parker, music critic of Hartford *Courant*, and Allen Bole, music editor of Hartford *Times*, are included. This is reportedly first time that local symphony rehearsal has been aired.

New Shows

FIRST "amateur-type" production in area is one of two new shows on WBZ-TV Boston. *TV Talent Time* gives local television hopefuls opportunity to perform before camera. Tryouts are held weekly, with candidates writing to station giving information concerning their age and talent. Second new show features torch singer, Wynn Stevens, who accompanies her own songs.

Religious Highlights

FIRST Yom Kippur service ever broadcast in Rio Grande Valley of Texas was aired recently by KRIO McAllen, Texas. Service ran 45 minutes and included traditional prayers and hymns with Shofar and accompanying ceremonies directed by student rabbi from Cincinnati. Plans were made for service last Christmas, at which time arrangements were completed for broadcast of Christmas Midnight Mass from local Roman Catholic Church. Simultaneous translations into both English and Spanish from basic languages of services were made by station during services. Easter broadcasts were based upon Protestant services.

Good Neighbor Station

SPECIAL program was aired by KCMO Kansas City, Mo. on Oct. 12 Columbus Day, in honor of Cuban holiday which parallels anniversary of discovery of America. William Espinosa, Cuban Consul to Kansas City and honorary member of city Chamber of Commerce, arranged show which highlighted events in Cuban history.

News Call-Ins

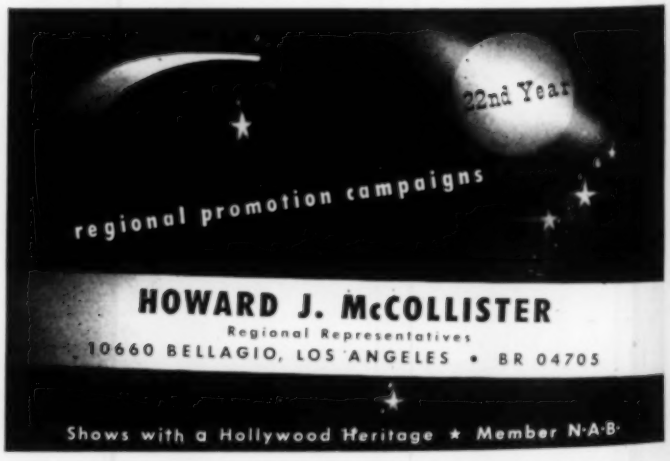
FIVE suburban daytime stations are "called in" each week to report news of their localities when WTOP Washington airs unique WTOP-CBS *News of Greater Washington* Saturday evenings. Program follows format of *CBS World News* and CBS *News of America* heard daily over WTOP. Instead of saying, "We take you now to Berlin," show takes "you now to WGAY Silver Spring" or WARL Arlington, WPIK Alexandria, WFAX Falls Church or WBCC Bethesda-Chevy Chase. Two minute suburban pick-ups are recorded just prior to broadcast in WTOP studios.

SEARLE & PARKS
Gets Show Rights For West

SEARLE & PARKS Inc., Hollywood packager, has obtained exclusive distribution and sales rights to *Let George Do It*, currently aired on Don Lee stations, in the territory beyond the 11 western states and British Columbia.

Wayne Tiss, Hollywood vice president of BBDO, representing Standard Oil of California, western sponsors of the program, handled the negotiation. Standard Oil is starting its fourth year of sponsorship of this program which maintained an average Hooperating of 12.1 during the first seven months of this year. Searle & Parks is making the program available to network accounts east of the Rockies.

WCAU Philadelphia Oct. 17 entertained more than 100 timebuyers of New York agencies at luncheon, timed to coincide with switch-over of station's sales representation in New York from its own office to Radio Sales Div. of CBS.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regional promotion campaigns
HOWARD J. McCOLLISTER
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Shows with a Hollywood Heritage ★ Member N·A·B·

RADIO LEAGUE

Studies Wisconsin Policy

ACTION by the U. of Wisconsin Board of Regents on a proposed schedule of operations of university-owned stations has been delayed successfully by the Wisconsin League of Radio Stations.

The League wired the Board of Regents requesting postponement of the university's "Statement of Policy for Radio and Television Broadcasting" until stations throughout the state could study the proposals. A vote on the measure was taken among the membership at a meeting of the League Oct. 14-15 in Madison.

At the meeting a new slate of officers was named. They were Ben Laird, WDUZ Green Bay, president, succeeding Charles J. Lanphier, WFOX Milwaukee; Joseph D. Mackin, WMAM Marinette, vice president, and Ken Schmitt, WIBA Madison general manager, re-elected secretary-treasurer.

New directors elected were, in addition to the officers: Bruce Wallace, WTMJ Milwaukee; Mr. Lanphier; Howard Dahl, WKBH La Crosse, and George Frechette, WFHR Wisconsin Rapids.

AFTER-DINNER talk by conferees at League of Wisconsin Radio Stations meeting in conjunction with U. of Wisconsin at Madison Oct. 14-15 included (l to r) Ken Schmitt, WIBA Madison and League secretary; Harry Stuhldreher, U. of Wisconsin athletic director; Charles J. Lanphier, WFOX Milwaukee, retiring League president; E. B. Fred, university president; Ira Baldwin, university vice president.

COLUMBIA, RCA

Give Record Plans, Sales

ONE of the most extensive promotion campaigns in its history has been launched by Columbia Records Inc. to plug Christmas sale of records. Radio spots, including jingles for the first time, will be used, with dealers and Columbia cooperatively undertaking the cost.

Meanwhile, sales of RCA Victor's 45 rpm record equipment has jumped 260% in the past 90 days and production facilities cannot keep pace with demand, Frank M. Folsom, RCA president, has announced. He predicted that RCA's 45 rpm is destined to lead in record-players and records.

Columbia also announced that its *Masterworks of Music* transcribed program now is heard on 85 stations on the above-mentioned co-op basis.

'RADIO CHECK-UP'

Audience Rise Reported

INCREASED radio audience has resulted from "Radio Check-Up Month" promotion of Associated Radio-Television Servicemen of New York, according to Max Leibowitz, president.

Mr. Leibowitz said that in a few weeks he expects to have figures on how many of New York's estimated two million out-of-order radios were fixed during the campaign which began the first of October. Part of the increase, he conceded, would be due to the World Series. The servicemen's promotion included 15,000 streamers announcing the month and spots carried cooperatively by WMCA WOR WNYC WNEW WEVD, all New York, and 16 FM stations, said Mr. Leibowitz.

ADMIRAL W. H. P. Blandy, Commander-in-Chief, U. S. Atlantic Fleet, paid personal tribute to WLOW Norfolk, Va., for its program, *This Is Your Ship*.

KNBC SWITCH

Fete Marks New Antenna

KNBC San Francisco switched over to a new powerful antenna last Monday (Oct. 24) and marked the occasion with a special half-hour broadcast utilizing every top personality on the local staff.

The station went off the air for 30 seconds while the actual switch was made.

Stars on the special program were Natalie Masters in her role of *Candy Matson*, girl detective of the KNBC-NBC Western Network mystery series; Jimmy Lyons, disc jockey; the Dave Brubeck Trio; baritone Stanley Noonan, of *Music You Love* and *Boysen Open House;* popular singers Barbara Ritchie, of *Light and Mellow*, Will Aubrey and Judy Deane of *Good Old Days;* Newsman Bob Letts; Tony Freeman and the KNBC orchestra, and General Manager John Elwood. Hal Wolf, chief announcer, acted as m.c.

The new antenna is located near Belmont, Calif., south of San Francisco. "The new vertical radiator," Mr. Elwood told the radio audience, "will add 10,000 square miles to KNBC's primary coverage area and will push the limits of the fading-free zone a considerable distance from the transmitter site."

WOUI (FM) Testing

WOUI Columbus, Ohio U.'s educational FM station, is now conducting equipment and program tests. Station officials report response by listeners has been excellent. WOUI began construction July 25, 1949, and is scheduled for regular broadcasting Jan 25, 1950. WOUI has Channel 201 (88.1 mc) with power of 10 w.

ACME
IN SOUND REPRODUCTION
★
THE NEW LANG-WORTH TRANSCRIPTION
★
LANG-WORTH FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

SERVICE
Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.
WIBW The Voice of Kansas in TOPEKA

October 21 Applications . . .

ACCEPTED FOR FILING

Modification of License

KUBA Yuba City, Calif.—Mod. license increase 500 w D to 1 kw D, on 1600 kc.

AM—1550 kc

KPRS Olathe, Kan.—CP change from 1590 kc to 1550 kc, increase power from 500 w to 1 kw.

AM—920 kc

WMIK Middlesboro, Ky.—CP change from 1490 kc 250 w unl. to 920 kc 5 kw-D 500 w-N unl. DA-N.

AM—1580 kc

KWED Seguin, Tex.—CP increase power from 250 w to 1 kw.

License for CP

WGWR-FM Asheboro, N. C.—License to cover CP new FM station.

APPLICATION RETURNED

WRIO Rio Piedras, P.R.—RETURNED Oct. 19 application for license to cover CP new AM station. Incomplete.

October 24 Decisions . . .

BY COMMISSION EN BANC

Following applications heretofore granted conditionally, were granted CPs as shown.

WPJV Miami, Fla.—Class B; 105.1 mc. (Chan. 286), 13.5 kw, 250 ft.; cond.

Following were granted mod. CP's to change facilities. Assignments now authorized are:

KREL-FM Goose Creek, Tex.—Class A; 92.1 mc. (Chan. 221), 870 w, 190 ft.

WARM-FM Scranton, Pa.—Class B; 93.7 mc. (Chan 229), 2.8 kw, 1020 ft.

WHO-FM Des Moines—Class B; 100.3 mc. (Chan. 262), 410 kw, 800 ft.; subject to approval of application which provides for modifying WHO ant. system to accomodate FM ant.

WFMH Cullman, Ala.—Class A; 100.9 mc. (Chan. 265), 430 w, 160 ft.

KAYL-FM Storm Lake, Iowa—Class B; 101.5 mc. (Chan. 268), 8.9 kw, 370 ft.; subject to request for authority to determine KAYL power by indirect method during installation of FM ant. and submission of new KAYL ant. resistance measurements and Form 302 upon completion of FM ant. construction.

WERE-FM Cleveland—Class B; 98.5 mc. (Chan. 253), 11.5 kw, 620 ft.

WOPI-FM Bristol, Tenn.—Class B; 96.9 mc. (Chan. 245); 18.5 kw, 2210 ft.; cond.

WGRE Depauw U. Greencastle, Ind.—Chan. 219 (91.7 mc.).

KOMA-FM Oklahoma City—Class B; 105.9 mc. (Chan. 290), 3.3 kw, 300 ft.

WDUQ Duquesne U., Pittsburgh—Chan. 218 (91.5 mc.), 2.75 kw, minus 5 ft.

WBUY-FM Lexington, N. C.—Class A; 94.3 mc. (Chan. 232), 300 w, 210 ft.

WEXI St. Charles, Ill.—Class A; 106.3 mc. (Chan. 292), 235 w, 230 ft.

WDXY Spartanburg, S. C.—Class B; 100.5 mc. (Chan. 263), 11.8 kw, 200 ft.

WLEE-FM Richmond, Va.—Class B; 102.9 mc. (Chan. 275), 21.5 kw, 300 ft. subject to approval of application which provides for mounting of FM ant. on No. 1 tower of WLEE DA.

Following stations were granted CPs to replace expired permits, new construction permits to bear expiration date of 6 mo. from date of grant:

WCBM-FM Baltimore—Class B.

KRPO San Jose, Calif.—Class B.

KPFA Berkeley, Calif.—Class A.

WAND-FM Canton, Ohio—Class B.

KXOA - FM Sacramento, Calif. — Class B.

KSCS Los Angeles County Supt. of Schools — Noncommercial educational FM station.

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1952: KCNC Fort Worth, Tex; KIRO Seattle; KSKY Dallas; WAIT Chicago; WBAP Fort Worth; WDSC Dillon, S. C.; WESA Charleroi, Pa.; WGN Chicago; WHB Kansas City, Mo.; WHKK (and aux.) Akron; WHWL Nanticoke, Pa.; WKAR E. Lansing, Mich.; WKOP Binghamton, N. Y.; WLS Chicago; WLSI Pikeville, Ky.; WLTR Bloomsburg, Pa.; WMBL Morehead City, N. C.; WOAY Oak Hill, W. Va.; WOSU Columbus, Ohio; WVCH Chester, Pa.; WWL New Orleans; KBOA Kennett, Mo.; KFUO Clayton, Mo.; KSGN Sanger, Calif.; KTRH Houston; KXIC Iowa City; WACE Chicopee, Mass.; WBMD Baltimore, WEDO McKeesport, Pa.; WEW St. Louis; WHCU Ithaca; WHOD Homestead, Pa.; WJPG Green Bay, Wis.; WJW Cleveland; WKBZ Muskegon, Mich.

WKSR Pulaski, Tenn.; WLIN Merrill, Wis.; WMTC Vancleve, Ky.; WNAD Norman, Okla.; WNAO Raleigh; WNYC (and aux.) New York; KFI (and aux.) Los Angeles; KGU Honolulu; KMMJ Grand Island, Neb.; KXL Portland, Ore.; WGBS (and aux.) Miami; WHTN Huntington, W. Va.; WLW Cincinnati; WMIX Mt. Vernon, Ill.; WRNY Rochester, N. Y.; WWEZ New Orleans; KABC San Antonio; KCLW Hamilton, Tex.; KCMO Kansas City, Mo.; KIEV Glendale, Calif.; KNUJ New Ulm, Minn.; KOAM (and aux.) Pittsburg, Kan.

KUOM Minneapolis; KURV Edinburg, Tex.; KWGB Goodland, Kan.; WCAL Northfield, Minn.; WHEB Portsmouth, N. H.; WKAB Mobile, Ala.; WKYB Paducah, Ky.; WLAW (and aux.) Lawrence, Mass.; WMBM Miami Beach, Fla.; WMPS (and aux.) Memphis; WPDX Clarksburg, W. Va.; WRUF Gainesville, Fla.; WSBA York, Pa.; WSM (and aux.) Nashville; WSWN Belle Glade, Fla.; WTAO Cambridge, Mass.; WTIK Durham, N. C.; WVPO Stroudsburg, Pa.; KPDQ Portland, Ore.; KSEO Durant, Okla.; KSPI Stillwater, Okla.; KTIS Minneapolis; WAND Canton, Ohio; WEEU Reading, Pa.; WFAA Dallas; WHDH (and aux.) Boston; WNNT Warsaw, Va.; WSWP Crewe, Va.; WWPF Palatka, Fla.; KFEQ (and aux.) St. Joseph, Mo.; KSFA Nacogdoches, Tex.; KTOK Oklahoma City; KTRY Bastrop, La.; KULA Honolulu; KWOA Worthington, Minn.; WAYN Rockingham, N. C.; WCAV Norfolk, Va.; WCHA Chambersburg, Pa.; WCPS Tarboro, N. C.; WHBI Hammond, La.; WISR Butler, Pa.; WJIG Tullahoma; Tenn.; WLAQ Rome, Ga.; WOTW Nashua, N. H.; WPTF (and aux.) Raleigh; WRFD Worthington, Ohio; WRRZ Clinton, N. C.; WTOB Winston-Salem; WTPS New Orleans; WVLN Olney, Ill.; WOHS Shelby, N. C.

Hearing Designated

Jennings Bcstg. Co. Inc., Jennings, La.—Upon petition of Calcasieu Bcstg. Co., designated for hearing application of Jeninngs Bcstg. Co. Inc. for new station 1490 kc 250 w unl. and made KPLC Lake Charles, La. party to proceeding.

Sandusky Newspapers Inc., Sandusky, Ohio—Upon petition of WTOD Toledo designated for hearing application of Sandusky Newspapers Inc. for new station 1570 kc 250 w D and made WTOD and WAKI Sandusky parties to proceeding.

Central Ohio Bcstg. Co., Galion, Ohio—Designated for hearing application for new station 560 kc 1 kw D DA and made following parties to proceeding: WIND Chicago; WJLS Beckley, W. Va.; WCPM Middlesboro, Ky.; WKRC Cincinnati and WKBN Youngstown, Ohio.

WCLE Clearwater, Fla.—Designated for hearing application for transfer of control from Houston Cox Jr. and M. L. and S. L. Rosenzweig to Dr. William T. Watson.

Extension Granted

KFXJ Grand Junction, Col.—Granted 30 day extension to operate with reduced power.

ACTIONS ON MOTIONS

(By Commissioner Sterling)

KTVU Portland, Ore.—Denied petition requesting that its application for extension of completion date of TV station be dismissed without prejudice.

Logan Bcstg. Corp., Logan, W. Va.—Granted petition for extension of time to file opposition to petition of WHIO Dayton, Ohio; time extended to Oct. 24.

Colonial Bcstg. Co. Inc. and WHIT New Bern, N. C.—Granted petition requesting dismissal without prejudice its application and on Commission's own motion removed from hearing docket aplication of WHIT.

The First Nat'l Bank of Montgomery and Margaret Covington Milwee, executors of Estate of G. W. Covington Jr., Deceased.—Granted petition requesting that applications of G. W. Covington Jr., Gadsden, Ala. for renewal of license of WGWD and for CP be amended to change name to The First National Bank of Montgomery and Margaret Covington Milwee, executors of estate of G. W. Covington Jr., deceased.

Wake Bcstg. Co. Raleigh, N. C.—Granted petition requesting dismissal without prejudice its application.

WMEX Boston—Granted petition for extension of time to file reply to exceptions of General Counsel re applications for renewal of license and transfer of control of WMEX.

(Continued on page 79)

ACTIONS OF THE FCC

OCTOBER 21 to OCTOBER 28

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
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THE WEATHER IN SIMPLE TERMS

U. S. Weather Bureau Presents Co-Op Show on FM

THE United States Weather Bureau has taken to the network airways in its continuing efforts to get more weather information to the general public. Latest development at the Broadcast Television Unit of the Weather Bureau in Washington is the creation of a 10-minute program which not only serves the purpose of disseminating this much needed public information, but also presents a salable vehicle for stations carrying the feature.

Offered for co-operative sponsorship locally, the new program originates at 6 p.m. (EST) daily from the Weather Bureau's own studio in Washington and is fed to the Continental FM Network through the facilities of WASH (FM) Washington. Success of the feature is evidenced in the fact that since offered for sponsorship it has been sold in five of the markets carrying it, according to Larry Carl of the Continental Network.

Under the supervision of James C. Fidler, chief of the Broadcast Television Unit, the program features a new technique in weather reporting—bringing the listener a complete resume of the weather over a wide area of the country in very plain language, but in sufficient detail to convey the picture to either the experienced meteorologist or the layman.

Utilizing the extensive material from all the units of the central office of the Weather Bureau, it is possible to prepare much more detailed and up-to-the-minute reports —and at less expense—than could be done in smaller local offices. The program itself does not include any forecasts. At the end of the general resume, on cue—"and now for the forecast for your own vicinity"—each station leaves the network and the local announcer presents the forecast for that area.

The program is offered to all members of the Continental Network and to any station in an area not serviced by the network. Outlets carrying the feature: WASH (FM) Washington; WEPM-FM Martinsburg, W. Va.; WKOK-FM Sunbury, Pa.; WQAN-FM Scranton, Pa.; WACE-FM Chicopee, Mass.; WBIB (FM) New Haven, Conn.; WMFM (FM) North Adams, Mass.; WFMD-FM Frederick, Md.; WXHR (FM) Cambridge, Mass., and the high powered Armstrong stations, W2XMN and W2XEA, in New York.

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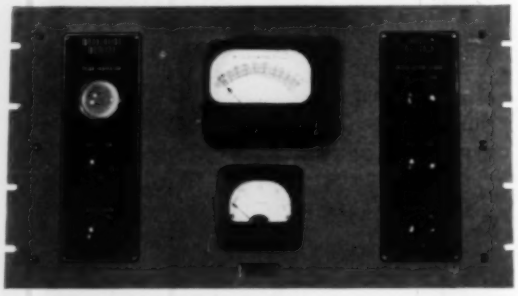

The popular Gates MO-2639 Modulation Monitor, fully F.C.C. approved, is now available from stock. Large 4" illuminated meter reads 0-110% modulation. Has high level monitoring amplifier self-contained that will operate a loud-speaker direct. Requires 19" by 10½" panel space. Price with self-contained power supply and tubes, $295.00.

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SARTAIN NAMED

Heads Chesapeake AP Unit

DENIS SARTAIN, news director of WWDC-AM-FM Washington, has been elected president of the Chesapeake AP Radio Assn., succeeding William Hardy, news director of WFMD Frederick, Md. He was elected at the organization's annual meeting in Baltimore Oct. 19.

Mr. Sartain

Also named to offices of the association, which comprises stations in Maryland, Virginia and District of Columbia, were Matthew Warren, program director, WEAM Arlington, Va., and Fred Hinkle, news editor, WCUM Cumberland, Md., first and second vice president, respectively. Meeting featured a clinical discussion of national and regional radio news coverage.

NARND MEET

UN Tour Is Planned

A TOUR of the United Nations organization at Lake Success is scheduled in pre-convention plans of the National Assn. of Radio News Directors. The news directors will hold their annual session Nov. 11-13 in the Commodore Hotel, New York. [BROADCASTING, Oct. 24.]

The tour has been set for Thursday, Nov. 10, at the invitation of United Nations' officials headed by Benjamin Cohen, assistant secretary general for public information. Convention-bound newsmen will have an opportunity to see the United Nations organization at work and to talk with UN personalities.

The UN Public Information Div. is making plans to accomodate the news directors who will report to the public information desk to begin their tour. Facilities for wiring stories to home stations will be available at press headquarters.

AFM-AGVA FIGHT

Trial Set for Nov. 9

AMERICAN Federation of Musicians last week won an early round skirmish in its fight with American Guild of Variety Artists when the latter union failed to obtain a temporary injunction restraining the AFM from interfering with the guild.

At the same time, trial of the case was set for Nov. 9 by New York Supreme Court Justice Samuel H. Hofstadter, who deplored that the two AFL unions could not settle their differences amicably. AGVA's action contends that AFM interfered in its jurisdiction by ordering members of AFM to quit AGVA.

News

JACK LAFLIN, formerly with WBEC Pittsfield, Mass. and KVFD Ft. Dodge, Iowa, joins WSSV Petersburg, Va., as sports director and play-by-play announcer.

HARRY AROUH, radio and journalism graduate of Ohio State U., and formerly with several Columbus, O. stations, joins news staff of KPRC Houston, Tex.

JOE THOMPSON, formerly of Radio Production Studios, Phoenix, Ariz., joins KHAS Hastings, Neb. as announcer-special events man.

TOM LESURE, member of news department of WCOP Boston, wrote article about his Caribbean trip which was used in Oct. 15 issue of *Saturday Review of Literature*. Article, titled "Caribbean Notebook," appeared in William Rose Benet's column, "The Phoenix Nest."

PAT FLAHERTY, for second consecutive year selected "Radio News" guest speaker at Student Activities Conference of Southeast Texas. Mr. Flaherty is director of news and special events for KPRC Houston, Tex.

CHET HUNTLEY, reporter and news analyst for KNX Hollywood and Columbia Pacific Network, leaves today (Oct. 31) for six weeks tour of Europe. During that time he plans to tape-record news and interviews in various countries including England, France, Germany, Italy, Austria, Switzerland, and possibly Yugoslavia, Czechoslovakia and Poland.

GORDON WILLIAMSON, sports announcer of CFRN Edmonton, Alta., re-elected to second term as president of Edmonton Sports Writers Assn. for 1950. He has been with CFRN for 15 years.

GROSS SALES

Avco, Admiral Decline

REFLECTING slow summer months and recessive tendencies occurring earlier in the year, Avco Mfg. Corp. reported $26,853,869 in gross sales less discounts, returns and allowances for the quarter ended Aug. 31. For the quarter ended May 31 the figure was $35,229,285.

Admiral Corp. reported gross sales less discounts, returns and allowances for the quarter ended Sept. 30 of $23,967,745.31. For the quarter ended June 30, 1949 the figure was $29,597,308.31.

STATIONS of Intercollegiate Broadcasting System to carry *Harry James Show* sponsored by U. S. Navy for 14 weeks.

WBAL means business in Baltimore

COURTROOM

Calif. Judges Would Ban Radio-TV

A CONFERENCE of California Judges has voted to ban all radio and television from California courtrooms.

The ban was included in a "Canons of Judicial Ethics" adopted by the conference and published in the *Journal* of the State Bar of California last week. It is the first such code ever adopted formally by any state organization of judges in the U. S.

The section banning radio and television states:

"Proceedings in court should be conducted in an atmosphere of fairness and impartiality, and with dignity and decorum. The taking of photographs in the courtroom during court proceedings, or broadcasting, or recording for broadcasting, all or any part of a proceeding before a court by radio, television, or otherwise, is an improper interference with judicial proceedings and should not be permitted by a judge at any time."

California courts generally have long restricted the taking of photographs while court is in session. But judges have cooperated with newspapers in this regard by leaving the bench temporarily during sessions to allow for the taking of pictures. It is expected that this policy of cooperation will be continued and the inclusion of photographs in the new ban will have no effect on newspaper photographers' coverage of court cases. Which leaves only radio and TV actually banned from courtrooms.

Discrimination Felt

Reaction of California broadcasters to the ban was mixed. Generally, though, they felt the code was discriminatory and should be thoroughly examined, perhaps protested, by NAB and the Associated Broadcasters of California. Almost every broadcaster queried by BROADCASTING expressed a desire to hear from NAB President Judge Miller on the matter.

Generally they felt the ban was an outgrowth of the dispute during the Overell murder trial in Santa Ana, Calif., more than two years ago. That case was covered by a Santa Ana station without incident, but during the final days, when KFI Los Angeles attempted to place a recording unit in the courtroom it was banned by the presiding judge.

KFI brought suit against the judge and lost. The court hearing the case held that the judge was completely within his rights in barring KFI from the courtroom on grounds it would upset the dignity and decorum of his courtroom.

John W. Elwood, general manager of NBC's KNBC San Francisco, agreed entirely with this line of reasoning when queried by BROADCASTING.

"I have no idea what NBC's policy is on this matter," Mr. Elwood said. "But personally I am opposed to any broadcasting from any court at any time. I am a firm believer in the British system, under which the evidence is presented to the jury alone."

Philip Lasky, vice president and general manager of KSFO-KPIX (TV) San Francisco, said he believes the code definitely is discriminatory and should not have held so unequivocally that the two media "should not be permitted by a judge at any time."

Rather, he said, the matter should be left up to the discretion of the judge in each individual case. Actually, he said, the ban is a slap at public service and therefore at the public itself, more than it is at radio and TV. Any broadcasting or telecasting from a courtroom would consist purely of public service on the part of the broadcaster or telecaster, he said.

Mr. Lasky said he would like to have the question of the ban taken up by the 15th district NAB meeting in San Francisco this December.

Arthur Westlund, general manager of KRE Berkeley and head of the California Broadcasters Assn., felt similarly. He said he would bring the matter before the state's broadcasters.

Glen Shaw, general manager of KLX Oakland and NAB director for the 15th district, was less ready to take a stand on the measure without consultation with other broadcasters. He said, however, he felt there was no doubt that the matter would be thoroughly discussed at the forthcoming 15th district NAB meeting. He also said he would like to get the opinion of Judge Miller on the ruling. Mr. Shaw said his first reaction would be that the decision was discriminatory. He would favor allowing the judge to decide the matter in each individual case.

NEW chapter of Pi Alpha Sigma, professional advertising sorority, has been organized in the San Francisco Bay Area.

Thanks, CHUM

NINE staff members of CHUM Toronto have received pocket lighters from NBC and WTAM Cleveland, for their coverage of the disastrous fire on the steamship *Noronic* in Toronto harbor Sept. 17. The *Noronic* carried many Cleveland passengers, and CHUM flew recorded word description and running account of the fire and identification of victims to WTAM. Recipients of the pocket lighters were Rolly Ford, station manager; Larry Man, program director; Michael Hopkins, news editor; Phil Stone, sports director; announcers Bob Hall and Verne Hill, and engineers Ken Smith, Aurele Boisvert and Mel Lovell.

WISMER SHOWS

Advertiser Increase 114%

NUMBER of advertisers on the ABC cooperative broadcasts of Harry Wismer's sport commentaries has increased by 114% in the past two months, the network announced last week.

Setting a new peak for the year to date, 92 advertisers now sponsor Mr. Wismer's quarter-hour programs, compared with 43 two months ago. Additional sponsors include automobile dealers and accessory stores as well as brewers, and department and clothing stores. Automobile dealers and accessory stores represent 32 of Mr. Wismer's sponsors, leading the classification groups.

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$230,600,000.00 IS A LOT FOR FOOD BUT CENTRAL OHIO FOLKS LIVE WELL
—The majority own their homes and spend a total of $982,512,000.00 at the retail stores. This rich, WBNS market has a balanced economy because no one industry dominates the business field. That's why it so easily takes the bumps and jolts of boom times and depressions . . . Yes, its the ideal test market. This is being profitably proven every day by advertisers who use WBNS to stimulate sales among its 163,550 B.M.B. families.
THE UNITED WOOLEN MILLS HAVE BEEN SELLING THE WBNS MARKET FOR 25 YEARS
—They say, "Ever alert to new and better means of telling our story to the public, we began exploring the possibilities of radio when the industry was in swaddling clothes. When WBNS opened in Columbus 25 years ago, we were among its first advertisers . . . and we have been broadcasting our story over that station without interruption, since then.
Our Columbus store has enjoyed a most gratifying growth during the past quarter of a century, and we give due credit to WBNS for its contribution to that growth and success."
IT TAKES WBNS FOR YOU TO DO A GOOD ADVERTISING JOB IN CENTRAL OHIO
If you want sales, results and profits in Central Ohio then you must have WBNS in your advertising picture . . . WBNS has the audience, 163,550 families who listen to this station in preference to all others. Here is the center of their life for entertainment and information. WBNS is their buying guide. Leading advertisers have the proof that they get greater results for less cost when they broadcast their sales message over WBNS.
COVERS CENTRAL OHIO
IN COLUMBUS IT'S
WBNS
POWER 5000 D•1000•N CBS
ASK JOHN BLAIR

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

250 w Mutual affiliate in growing southern town needs versatile experienced manager. Must be sober. Will sell ⅓ interest to right man. Give full information and references. Box 958c, BROADCASTING.

Experienced commercial manager new daytime regional in large north-central market. In reply give background, salary requirements and send picture. Box 15D, BROADCASTING.

Salesmen

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

Wanted—Small market salesman with proven record willing to live in and become a part of town of ten thousand. Preferably located now in southwest. We want a man who is after permanency and good money. One who is congenial and willing to work hard. Unusually attractive offer of base salary and commission to right man. Tell all in first letter. Box 11D, BROADCASTING.

Salesman for kilowatt daytime. Must be experienced and interested in permanent position. Send complete details first letter. Position now open. Write Box 38D, BROADCASTING.

Announcers

Combination announcer - engineer, strong on announcing, attractive offer with southern daytime independent wanted at once. Send disc and information. Box 16D, BROADCASTING.

W. Va. NBC outlet wants announcer of some experience. Prefers young single man, ambitious to get to the top. Send complete details and photograph. Box 18D, BROADCASTING.

Combination announcer - engineer (3). Southeastern city of 12,000. Nice place to live, economical. If you've had good experience $50.00 weekly. Audition disc, photograph and background required. Box 46D, BROADCASTING.

Two experienced combination men. Accent announcing. One acquainted copywriting, sports; one programming, copywriting. Southern city, 40,000. Send disc, photo; expected salary. Box 61D, BROADCASTING.

Addition wanted for finest announcing staff in world's fastest growing city. Must have well rounded experience in all phases of announcing. This is permanent job with progressive ABC affiliate in south's largest city. References will be checked. State minimum starting salary. Send personal data sheet listing all prior radio and allied experience plus audition disc. Glenn McCarthy Enterprises, KXYZ, Houston, Texas.

Staff announcer, must be experienced, able to handle staff work and news. Willing to grow with progressive station. Sober, dependable, willing to work with others. Send complete information, photograph and audition disc to Radio Station KHMO, Hannibal, Mo.

Help Wanted (Cont'd)

Technical

Wanted—Engineer-announcer, 50 hour week, good living conditions. Send full particulars in first letter. Opportunity for right man. Box 948c, BROADCASTING.

Have immediate vacancy for combination chief engineer-announcer. Salary and conditions excellent. Station KHUB, Watsonville, Calif.

Production-Programming, others

Program director, eastern ABC affiliate seeking man, preferably over 30, experienced as program director at small station. Must be able build and produce saleable local programs, handle special events and operate local news bureau. State qualifications and salary requirements. Box 23D, BROADCASTING.

For network station in California prolific writer of commercial copy that sells. Some announcing ability. Experience in small market essential. Salary, commensurate with ability. Box 31D, BROADCASTING.

Young lady experienced bookkeeping, correspondence, traffic, copy, capable handling women's programs. Southern city, 40,000. Send disc, salary, expected. Box 62D, BROADCASTING.

Experienced copywriter wanted, able to handle all types of accounts, women preferred. Must be efficient and able to write copy speedily. Send complete information, photograph and sample copy to Radio Station KHMO, Hannibal, Mo.

Wanted—Continuity chief. Experienced copywriter capable writing commercial and mail pull copy with ability directing department. Offering permanent position with opportunity. Station very commercial, 5000 watt fulltime. MBS affiliate. Write Manager, KSAL, Salina, Kansas.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Good managers are hard to find. Young, married, hard working commercial manager desires manager's position. Over 5 years radio in every position bottom to top. Prefer south. Consider commercial manager offers. Complete story on request. Box 28D, BROADCASTING.

Currently employed station manager, 15 years radio experience all departments, desires change. Reason gladly supplied on request. 125 N.W. 15th, Aberdeen Apt., #203, Oklahoma City, Oklahoma.

Man with twenty years all-round experience wants to make change. Prefer small market. Box 36D, BROADCASTING.

Fifteen years background guarantees you an effective managership. Dependable family man with the best references. Heavy on sales and strict economy in operation. Complete knowledge of all radio phases. Box 41D, BROADCASTING.

Manager, alert, versatile for 250 watt. 7 yrs. ann.; eng.; program, copy, sales. Family man, 29. Will offer ideas, economy and plain hard work for management opportunity. Money secondary, the opportunity's the thing. Box 48D, BROADCASTING.

Assistant manager, 27, married desires security plus equitable return for services rendered. Five years experience in and supervision of production, sales, programming, copy and announcing. Box 50D, BROADCASTING.

Situations Wanted (Cont'd)

Hard-sell manager or commercial manager available November 1st. Sober, reliable, family man. Unusual qualifications in management, sales, production, programming. Excellent educational, newspaper background. Particularly interested in television opportunity. Please give complete details in reply to Box 70D, BROADCASTING.

Good station manager who knows sales, continuity and programming is open for position starting Nov. fifth. Excellent record and best references. Write, wire N. L. Royster, Station WBUY, Lexington, N. C.

Salesmen

Experienced salesman with radio background desires position with progressive station. Good references. Box 967c, BROADCASTING.

Salesman, seven years experience in commercial radio. If you're looking for a real go-getter, drop me a line. I guarantee results. Can go anywhere. Box 12D, BROADCASTING.

Salesman, experienced, ambitious, fine appearance, college, best references. Write stating proposition. East. Box 66D, BROADCASTING.

Announcers

Hello again. See my ad last week? I'm still looking. Are you progressive? Live? Want higher profits? and greater sales? Then let me build a disc show for you. I've done it, you know. At two eastern indies. And we've all made money. But there's more to this life than "just money." Like education, experience, prestige, and time for relaxation. Just to mention a few. I'm with a good station. No quality; just quantity. Gripes after a year. I'd rather concentrate; but the "fees" here aren't that high. Tell you what. Drop me a line. I'll answer your questions promptly. Box 846c, BROADCASTING.

Announcer—University radio graduate, 15 months announcing with emphasis on news and sports. Sincere commercials. Newspaper experience. 23, married, available immediately. Box 940c, BROADCASTING.

Washington, D. C. area. Disc jockey with warm voice and commercial power, showmanship, too. Two years experience. 24, family man. Box 953c, BROADCASTING.

Straight newsman. Presently employed in 5 kw operation. Ten years in radio news. Want affiliation with livewire newsroom in large western or midwestern city. Hoopers and disc available upon request. Journalism BA. Box 959c, BROADCASTING.

Versatile staff announcer, 3 years experience, presently employed. Single, sports desired. Experienced basketball play-by-play. $50 plus game talent. Box 961c, BROADCASTING.

Congenial — Experienced chief announcer with first class license. Capable newscaster. Good mail pull, also disc shows. Presently with net affiliate, 29, single. Box 7D, BROADCASTING.

Announcer-writer. News, commercials, music. MA in English. Amateur acting experience. No formal experience but very capable. Will locate anywhere. Box 8D, BROADCASTING.

Combination man with emphasis on announcing and disc jockeying, wishes employment with station in fairly large town. Experienced in all phases small station operation. Ad lib, remotes, quizmaster, theatre etc. 1½ years morning man. Friendly. Sincere delivery. Prefer southern clime, but all offers considered. Married (no kids). Car. Two week availability. Write all to Box 10D, BROADCASTING.

Attention: Stations in southwest. Announcer, presently employed 1 kw independent. 2 years experience. Desires radical change from present setup. Bass voice, strong on news, commercials, hillbilly shows. Do baseball play-by-play, local interest shows. Would like to study program directing. 27, married, sober, no floater. All replies answered. How about a break. Box 22D, BROADCASTING.

Conscientious announcer offering more than the average. Comprehensive knowledge of music and its programming. Intelligent rendition of news. Qualified for special events and sports broadcasting. More than six years experience including production and announcing. Formerly with key network station, network affiliate, and leading independent. Married, university graduate, 24 years old. Excellent references. Will travel for audition in response to equitable offer of permanent employment. Box 32D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced play-by-play sportscaster, staff, basketball, baseball, football, east. Box 27D, BROADCASTING.

Young announcer looking for first break. Graduate of leading radio school, can handle news, disc, commercials, etc. Good voice, hardworker, willing to travel. Box 29D, BROADCASTING.

Sportscaster. Experienced all phases. Outstanding recommendations. Currently employed. Seeking larger market. Box 35D, BROADCASTING.

Experienced announcer seeking position in midwest. Here's your commercial, news, record man with top sole experience. Box 40D, BROADCASTING.

Announcer desires immediate change from metropolitan New York area station to progressive station in any location. Experienced all phases including play-by-play, all sports. Box 43D, BROADCASTING.

Experienced announcer presently employed in New York city as staff man desires immediate change. Legitimate reason. Married, dependable, permanent position with future only. Box 44D, BROADCASTING.

Announcer, experienced - news, commercial, disc. Available immediately. Anywhere. Photo, disc, references on request. Box 45D, BROADCASTING.

Desire position as announcer. Small station preferred. No experience. Recent graduate Mann School for Radio Announcers. Box 47D, BROADCASTING.

Combination—Can stand alone on any eng., program and copy, some sales. 7 yrs. experience. Will anyone pay $80 a week? Presently employed, 29, family, sober, conscientious, curious. Box 49D, BROADCASTING.

Announcer with two years of actual experience in all phases of broadcasting, emphasis on play-by-play and was educated in a leading university school of journalism desires a job with security and offers something for the future with a decent salary. Box 52D, BROADCASTING.

Announcer-engineer, 1st class phone, two months board experience. Graduate leading announcing school. Will travel, south, east, midwest. Disc available. Box 55D, BROADCASTING.

Experience is what you want—I have it. Announcer, production man, 31, seeks peramenent staff spot. Will travel. Disc, resume available. Box 56D, BROADCASTING.

Combination announcer-engineer with 5 years experience wishes position as program director - engineer or announcer-engineer. Presently employed as program director. What do you have to offer? All replies answered. Box 65D, BROADCASTING.

Good announcer, news, copy, advertisements, operation my meat. Single, 25. Will travel. Box 68D, BROADCASTING.

Combination announcer-Licensed technician. Experienced 250 to 10 kw. AM-FM; presently employed, married. KVIK, 100 Terracita, San Francisco, Calif.

Announcer, young, married, graduate of leading radio school. Can handle commercials, news, disc shows, etc. Some experience. Singer, popular and musical comedy. Photo and disc available. Thomas McHale, 3752 Spencer Ave., Cincinnati, Ohio.

Need experienced announcer? 1½ years staff KUSC-FM Los Angeles. News, concerts, popular music. Operate console. Four years college, married. Disc, photo. Chas. E. Springer, 146 E. 83 St., Los Angeles, Calif.

Announcer-writer, three years experience topflight radio school. Commercial announcing, adlib, vet, married. Disc and photo available. David West, 3821 N. Richmond, Chicago, Ill.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Box 929c, BROADCASTING.

Chief engineer and program director of 3 kw FM station desires employment in Arizona, Nevada, New Mexico or Texas. Both of us have had previous experience in AM stations and both have a car. Must have two weeks notice. Reason for change of employment sent upon request. Box 6D, BROADCASTING.

Situations Wanted (Cont'd)

Control engineer. Married, first phone desires permanent position progressive station. Experience remotes, console, recordings, transmitter operation and maintenance. All offers considered. Box 9D, BROADCASTING.

Engineer—Age 23, single, car, will travel. One year experience all phases 250 watt Mutual. Six months one kilowatt including remotes, studio, recording construction work. Prefer midwest. Available immediately. Box 17D, BROADCASTING.

Technician—Single, 23. First phone, second telegraph, inexperineced. Available immediately. Box 19D, BROADCASTING.

First class radio telephone operator. Graduate of technical school in AM, FM, TV. Desire position in broadcasting. Free to travel. Box 21D, BROADCASTING.

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

First phone, veteran, 25. Experienced transmitter engineer, also some remote and combination work. Will travel anywhere. Box 30D, BROADCASTING.

Chief engineer, fully experienced, construction, AM-FM. Can announce. Box 32D, BROADCASTING.

Combination engineer-announcer, experienced AM-FM. Best references. Box 34D, BROADCASTING.

Experienced engineer, first phone, console, transmitter, remotes. Car, married. Box 51D, BROADCASTING.

Engineer, first phone man desires permanent position. Will travel. Graduate television and communications. Have car. Box 57D, BROADCASTING.

Engineer, first phone. Single, car, will travel. Graduate FM-TV communications desires permanent position. Box 59D, BROADCASTING.

Engineer, licensed. Experience transmitter and console operation, maintenance, remotes. Minimum $45. Box 60D, BROADCASTING.

Engineer, two years transmitter, remote experience. Graduate RCA Institutes, NYC. Enrolled in CREI correspondence course. Army radar experience. Willing to travel. Box 64D, BROADCASTING.

Young man, 2nd class phone license desires permanent job in broadcasting station. Location not important. No experience. Box 67D, BROADCASTING.

Engineer experienced remotes, recording studio. Permanent position desired New York, Pennsylvania. Will consider combination. 2614 Monterey, Atlantic City, N. J.

FCC, 1st class radiophone. College and technical school graduate. Will answer replies promptly. Philip Atlas, 373 Grand St., Brooklyn, N. Y.

Engineer—Radiotelephone first, married, car, will travel anywhere, dependable, sober. Want permanent location, can announce. Pay secondary, available immediately. V. P. Bochenko, 58 Concord St., Johnson City, N. Y.

Wanted engineering or combination job. Some engineering experience. Travel anywhere. 22, single. Chris Ten Brook, 734 N. Emporia, Wichita, Kans. Ph. 73672.

First class operator. Young. Do not smoke or drink. Graduate of E.R.T.I. Omaha. Eugene Brown, Alden, Iowa.

Holder of first class license. Willing to travel. Young vet, married. Anthony De Sola, 205 Second Ave., New York, N. Y.

Immediately available, five years engineer. First class, without car. Forty five minimum. Apartment Four, 214 Seymour St., Syracuse 4, N. Y.

Engineer—Chief experience AM-FM. Reliable, efficient. Family man, will travel. Best references. C. Morgan, 3510 Fourth Ave., Beaver Falls, Penna.

Situations Wanted (Cont'd)

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Sports director, experienced, all sports. Promotionally active. Also in charge publicity, promotion. Can handle straight announcing. Single. College grad. Will travel. Let disc and background tell story. Box 13D, BROADCASTING.

Situations Wanted (Cont'd)

Cinderella, Aladdin . . . witches brew, tales for children . . . adults too. . . . How 'bout it, need a gal experienced in continuity, story telling, fashions, acting? Then let's meet at Box 14D, BROADCASTING.

I'm looking for a good program job where I can put to use my ten years experience in programming and five years in sales and administration. Box 37D, BROADCASTING.

Young woman, experienced in managing traffic and secretarial work. Dictation speed 150, typing speed, 75. Box 69D, BROADCASTING.

Stop—Washington, D. C. and surrounding area. College, veteran, 25, sincere, single. Looking for future with AM or TV station. Cooperative and no floater. Can you help me? Personal interview. Box 71D, BROADCASTING.

Television

Technical

Experienced television camera man desired position in midwest. References furnished upon request. Box 54D, BROADCASTING.

TV engineer grad. 2 yrs. 10 yrs. CW transmitters desires AM-FM-TV transmitter operating. Single, own car, will travel eastern seaboard. First phone. J. Kirkman, 260 Baldwin Road, Hempstead, N. Y.

Production-Programming, others

Assistant director, floor manager, radio, 4 years program director, music director, announcer. Theatre 13 years; all phases. Education; college graduate, TV school. Will travel anywhere. Box 20D, BROADCASTING.

(Continued on next page)

NEW

I'LL TRAIN YOU FOR YOUR FCC LICENSE

A Federal Communications Commission Commercial Operator's License puts you in line for a good job in Radio or Television Broadcasting, Police, Marine, Aviation, Two-way, Mobile or Micro-wave Relay Radio.

YOU BUILD THIS TRANSMITTER

with parts I send. This low-power broadcasting transmitter shows you how to put a station "on the air." You perform procedures demanded of — Broadcast Station operators, make many practical tests.

LEARN COMMUNICATIONS by PRACTICING at Home in Spare Time

with MANY KITS of MODERN EQUIPMENT I SEND

YOU BUILD this Transmitter-Power Supply used in the basic experiments in RF and AF amplifiers, frequency multipliers, buffers, etc.

YOU MEASURE current, voltage (AC, DC and RF), resistance and impedance in circuits with Electronic Multitester you build. Shows how basic transmitter circuits behave; needed to maintain station operation.

YOU SET UP code amplitude and frequency modulation circuits just voice, music, etc., on "electrical signal" you produce. You learn how to get best performance.

YOU BUILD this Wavemeter and use it to determine frequency of operation, make other tests on transmitter currents.

Ever think HOW FAST Radio-Television Communications is changing, developing, growing? Have you considered what this amazing progress can mean to you?

In 1945, there were 943 Broadcasting Stations. Today 2,694 are on the air. Result—THOUSANDS OF QUALIFIED MEN STEPPED INTO GOOD JOBS, only 19 Television Stations were on the air in 1947. Today there are more than 50 and experts say there will be 150 in a few months. 1,000 within three years. That means thousands of well-paid jobs for trained Operators and Technicians. Then add development of FM, Two-way Radio, Police, Marine, Aviation and Micro-wave Relay Radio! Think what all this means! New jobs, more jobs for beginners! Better jobs, better pay for experienced men!

Are you a beginner who wants steady work in this growing field? My NEW course can help you get an FCC License and prepare for the job you want. Are you a man with some training in Radio or Radar, or a Licensed operator? My NEW course modernizes, increases the value of your knowledge and experience!

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See what my NEW course is like. Find out how I get you ready for a brighter future, better earnings, more security in Radio-Television. Send coupon now in envelope or paste on penny postal. No obligation. No salesman will call. My books tell full story. J. E. SMITH, Pres., Dept. 9KR2, National Radio Institute, Washington 9, D. C.

I TRAINED THESE MEN

Chief Engineer Station WORD

"I am now Chief Engineer of Radio Station WORD, in charge of four engineers. Owe all I know about Radio to N. R. I."—C. J. BURDETTE, Spartanburg, South Carolina.

Has Good Civil Service Job

"I hold a Radiotelegraph Second Class License with Radio telephone first class endorsement. Am now with Civil Service as a P-4 Electrical Engineer."—CURTIS L. WRIGHT, Albuquerque, New Mexico.

Succeeds In Aviation Radio

"As Chief Operator of WMDF, had 6 Operators in my charge. Now Maintenance Technician with Signals Branch, CAA."—E. W. MAYER, San Juan, P. R.

Specializes In Marine Radio

"I have been in several kinds of Radio work. Am now specializing in Marine Radio telephone installations and service."—MURRAY DICKSON, Paducah, Kentucky.

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National Radio Institute, Washington 9, D. C.

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Name..... Age.....

Address.....

City..... Zone..... State.....

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Television (Cont'd)

Recent college graduate, 30 weeks TV production training major eastern network affiliate. TV production experience. Army radio CBS southwest network and Don Lee affiliate. 4 years college radio. A founder and executive of station. Interested in job in TV production or radio with TV possibilities. Box 52D, BROADCASTING.

TV or not TV? Good programming, direction and production mean profits in TV. Our five-man production team, director and assistant, film editor, traffic and floor mgr. will give your station the results of experience, enterprise and teamwork. Can double on camera, audio, announcing, sales and publicity. Excellent TV background in all phases of production will give your organization a smooth and economical operation. Box 59D, BROADCASTING.

For Sale

Stations

For sale, New York city area AM station. $125,000. Broker. Box 830c, BROADCASTING.

Equipment

DuMont 224A oscilloscope, like new. Also BC348 receiver. Sell reasonable or trade for TV set. Box 39D, BROADCASTING.

250 watt GE-FM transmitter, GE station monitor, GE audio equipment and also 4 bay GE antenna, brand new. Please write for particulars, KFXM, San Bernardino, Calif.

RCA-FM transmitter, one kilowatt BTF-1C. Hewlett Packard 335B freq. and mod. monitor. Used one year, perfect condition. WCFL, Chicago, Ill.

Presto, K8, recorder in tip-top shape. First reasonable offer accepted. WICY, Malone, N. Y.

For sale—Two used RCA, vertical and lateral Universal transmitter pick-up kits, MI-4875-G in excellent condition, $198.00. WKRT, Cortland, N. Y.

For sale: One Presto model Y4 recorder, new condition. One Ampex model 200 30" per second tape recorder, practically new. Two 9-A Western Electric reproducers complete with filters. Make offer. W. D'Orr Cozzens, Chief Engineer, Intermountain Network, Salt Lake City, Utah.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Equipment

Wanted. Four Western Electric 270-A tubes. Box 63D, BROADCASTING.

Wanted to Buy (Cont'd)

Wanted by Radio Station WBBQ, Augusta, Ga. A speech input console—prefer WE 23 C to rent for 60 days.

Wanted to buy, late model 2 or more channel remote amplifier. Chief Engineer, WLIP, Kenosha, Wisc.

Wanted, RCA high fidelity cutter specify model and condition. Best price. Musicall, 214 West 42nd, N. Y.

Employment Service

Free to employers — RRR-Radio-TV Employment Bureau's screened employees. Write (without obligation), Box 413, Philadelphia, your requirements.

Situations Wanted

Managerial

General-Station Manager, now employed, 20 years experience, interested in investing in AM station and taking over active management. Successful operator with excellent record. Well known and respected in entire industry. State details in first letter.

BOX 42D, BROADCASTING

Announcer

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We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

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COMMERCIAL WRITERS ACTORS
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Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

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WAGA COMPLAINT

Against CMCY Renewed

RENEWED petition was filed with FCC last week by Fort Industry Co.'s WAGA Atlanta requesting the Commission to take all possible action "to terminate at once the ruinous interference being received" from CMCY Havana, Cuba. Earlier bid for relief had been filed in late May [BROADCASTING, June 6].

WAGA indicated that if the condition were not corrected promptly it would encourage more Cuban stations to relax protection afforded other U. S. stations.

WAGA is a Class III station authorized to operate on 590 kc with 5 kw fulltime, directional, while CMCY is a special Class II station, authorized to operate on that frequency with 25 kw, directional, but required to suppress radiation in the direction of Class III stations having priority use of the frequency, the Atlanta station stated.

Under the terms of the North American Radio Broadcasting Agreement (Interim), CMCY was not specifically required to protect WAGA, but it was agreed at the NARBA engineering conferences that protection afforded WKZO Kalamazoo, Mich., "would be sufficient to afford a reasonable degree of protection" to WAGA since the latter lies in nearly the same azimuth from Havana.

The Fort Industry outlet indicated the interference condition has heightened since the directional array of CMCY was destroyed in a hurricane and has failed to be reinstated. WAGA petitioned FCC to call upon the State Dept. to instruct the American Ambassador to enter "a strong protest" with the Cuban Government, both directed at the Foreign Office and the Presidential Palace.

"Failure on the part of the American Government to deal forcefully and successfully and promptly with this matter will serve not only to allow to continue broadcasting operations in Cuba in direct derogation of the spirit of international treaties, but it will serve to encourage other Cuban stations to likewise fail to protect United States stations on other frequencies, thus resulting in further serious losses to American broadcasters," WAGA said.

SURROUNDED by some 200 homemade birthday cakes, Jerry Strong, WINX Washington disc jockey, awaits his guests, six-year-old David Bogg, a polio patient at Children's Hospital, and the 144 youngsters at the hospital. Cakes were sent in by listeners after Mr. Strong, learning that David was having a birthday on the same day as his, asked them to help give a surprise party for David and the other youngsters. Mr. Strong said the response also was a surprise to him.

Television

Technical

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Wanted to Buy

Station

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BOX 24D, BROADCASTING

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CROSBY SHOW

Alaska Outlets Included

LIGGETT & MYERS Tobacco Co., New York, has extended its sponsorship of the CBS *Bing Crosby Show* to cover the facilities of the Alaska Broadcasting System. The program, aired on CBS Wednesday, 9:30-10 p.m., is now carried on KFQD Anchorage, KFRB Fairbanks, KINY Juneau and KTKN Ketchikan.

Coca-Cola Co. two weeks ago extended its *Bergen and McCarthy* program to Alaska.

Newell-Emmett is the L & M agency.

FCC Actions

(Continued from page 72)

cisions Cont.:

CAR Pontiac, Mich.—Granted peti- for extension of time to file ex- ions to proposed decision re its fication and that of UAW-CIO g. Corp., Detroit. Time extended Oct. 31.

(By Examiner Litvin)

ISE Asheville, N. C.—Granted peti- for leave to amend application to w interference proposed operation be expected to cause WCYB Bris- Tenn., if conductivity factor of x 10-14 e.m.u. (as shown by Com- sion's conductivity map) is used; also so as to reduce maximum ex- ed operating value of proposed ion in direction of WCYB. Dis- ed petition insofar as it requests oval of application from hearing et.

CTT Corbin, Ky.—Granted petition continuance of consolidated hear- on its application and that of E Asheville, N. C.; hearing con- ed to Jan. 2, 1950.

OW Omaha, Neb.—Granted motion additional time to file proposed ings re application of Idaho Radio p., Idaho Falls; time extended to -49.

(By Examiner Hutchison)

mar County Bcstg. Co., Paris, Tex., anted motion for continuance of ring re application for CP; hearing tinued to 12-7-49.

(By Examiner Resnick)

JOC Jamestown, N. Y.—Granted ion for extension of time to file posed findings re application for time extended to Oct. 25, 1949.

BY THE SECRETARY

harles R. Love, Area of Calexico, lif.—Granted license for new remote kup KA-3543.

KMAL-TV Washington, D. C.—anted license new commercial TV tion: ERP-vis. 22 kw, aur. 12 kw, **KOSH-FM Oskosh, Wis.** — Granted d license change studio location. **KPRY Princeton, Ky.**—Granted mod. CP to specify studio location. ollowing were granted mod. CPs extension of completion dates as wn: WKNA-FM Charleston, W. Va., 5-10-50; WDEL-FM Wilmington, Del., 5-22-50; WBMS-FM Boston, to 5-29-; KOIN-FM Portland, Ore., to 1-15-50; OR Chicago, to 4-1-50; WAAF-FM cago, to 1-14-50; WTIM Taylorville, to 12-15-49; WJCD Seymour, Ind., 1-18-49; WONI Oak Park, Ill., to -50 (on cond. that construction be pleted or interim operation pro- d by that date); KMJ-FM Fresno, f. to 11-10-49; WNOW-FM York, to 1-1-50.

CTW New Castle, Ind.—Granted li- e covering changes in existing FM on. Chan. 273 (102.5 mc.), 4 kw, ft.

awlins Bcstg. Co., Rawlins, Wyo.— nted license for new remote pickup 4-421.

MBR-FM Jacksonville, Fla.—Grant- od. CP for extension of completion to 12-15-49.

FAC-FM Los Angeles — Granted CP for extension of completion to 5-16-50.

idland Bcstg. Co., Kansas City, Mo. anted mod. CP KA2XAQ for ex- ion of completion date to 1-1-50.

BAB Atlantic City—Granted license all new vertical ant. and mount and FM ant. on top of AM tower.

FDW Helena, Mont.—Granted li- e new standard station 1340 kc w unl.

GAR Garden City, Kan.—Granted se new standard station 1050 kc w D.

CEN Mt. Pleasant, Mich.—Granted se new standard station 1150 kc w D.

CPO-FM Cincinnati—Granted li- e new FM station Chan. 286 (105.1 , 10 kw, 650 ft.

WBAC Cleveland, Tenn.—Granted license install new trans.

WGAL Lancaster, Pa.—Granted license mount TV ant. on AM tower.

KSMN Mohawk Bcstg. Co. Mason City, Iowa—Granted mod. license change studio location.

LaGrange Bcstg. Co. LaGrange, Ga.—Granted CP new remote pickup K11-281.

WQBC Vicksburg, Miss.—Granted CP install new trans.

WTSV-FM Claremont, N. H.—Granted assignment of license to Granite State Bcstg. Co. Inc. No monetary consideration.

WIBC Indianapolis—Granted voluntary assignment of license and CP to WIBC Inc. No monetary consideration.

WICA-AM-FM Ashtabula, Ohio—Granted voluntary transfer of control of licensee corporation (64.8% of outstanding capital stock) from Robert B. Rowley and Donald C. Rowley (brothers), executors of estate of C. A. Rowley (deceased) to themselves individually, share and share alike. No monetary consideration.

KNEM Nevada, Mo.—Granted license new standard station 1240 kc 250 w unl.

WJIM Lansing, Mich.—Granted CP change trans. and studio locations; to employ supporting tower of WJIM-TV as vertical radiator for standard operation.

WJIM Inc. Oakland County, Mich.—Granted CP new exp. TV relay KQA-696.

BY COMMISSION EN BANC

SSA—Denied

KBUD Athens, Tex.—Denied SSA to operate on 1410 kc with 100 w N.

Modification of CP

KLMS Lincoln, Neb.—Granted mod. CP make changes in DA-D, change studio site and change type trans., subject to whatever interference may be received from KANS Wichita, Kan.

Extension Granted

KELA Centralia, Wash.—Granted authority to operate with reduced power for additional 30 days pending receipt and action on application for mod. CP install new trans. and pending regular operation in accordance therewith.

KTXN Austin, Tex.—Granted request to remain silent for additional 30 days pending reorganization and refinancing.

CP to Replace CP

KGIB Bremerton, Wash.—Granted CP to replace expired CP for new station 1540 kc 1 kw D, subject to eng. cond.

October 24 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WSFL Springfield, Mass.—Mod. CP new AM station for extension of completion date.

WNLC-FM New London, Conn.—Mod. CP new FM station for extension of completion date.

License for CP

WPBC Minneapolis—License to cover CP new AM station.

KIBL Beeville, Tex.—Same.

CP to Replace CP

WLET-FM Toccoa, Ga.—CP to replace expired CP for changes in FM station.

TENDERED FOR FILING

Modification of CP

WKYB Paducah, Ky.—Mod. CP change from 570 kc 1 kw D to 570 kc 1 kw-D 500 w-N unl. DA-DN.

APPLICATION RETURNED

WHAR Clarksburg, W. Va.—RETURNED Oct. 21 application for license renewal.

October 25 Applications . . .

ACCEPTED FOR FILING

Modification of License

KGBS Harlingen, Tex.—Mod. license change studio location.

Modification of CP

KCBS San Francisco—Mod. CP change frequency etc. for extension of completion date.

KSFO San Francisco—Same.

TENDERED FOR FILING

AM—690 kc

KEPO El Paso, Tex.—CP increase D power from 5 kw to 10 kw and modify DA.

October 26 Applications . . .

ACCEPTED FOR FILING

License for CP

WSBA York, Pa.—License to cover CP change frequency etc.

WRCO Richland, Wis.—License to cover CP new AM station.

Modification of CP

WKYB Paducah, Ky.—Mod. CP change frequency to 570 kc etc., to change hours from D to unl. with 500 w-N 1 kw-D DA-DN.

WOC-TV Davenport, Iowa—Mod. CP new commercial TV station for extension of completion date to Feb. 2, 1950.

WLWD(TV) Dayton, Ohio—Same to June 4, 1950.

TENDERED FOR FILING

AM—1170 kc

KLOK San Jose, Calif.—CP change hours from D to unl., install DA-N.

Modification of CP

WKMH Dearborn, Mich.—Mod. CP change from 1310 kc 1 kw unl. DA-N to 1310 kc 1 kw-N 5 kw-D unl. DA-DN.

SSA—730 kc

WACE Chicopee, Mass.—SSA change from 1 kw D to 1 kw unl. DA-N for period ending 11-1-51.

SSA—1540 kc

KLKC Parsons, Kan.—SSA operate after local sunset with 100 w on irregular schedule to broadcast night sport events for 6 mo.

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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 27

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,055	2,019	201		340	261
FM Stations	742	469	342	*9	51	30
TV Stations	87	22	90		352	182

* 5 on air

• • •

Docket Actions . . .

FINAL DECISIONS

Announced decision granting application of KGGF Coffeyville, Kan., now operating 690 kc 50 w-night 1 kw-day and permittee for 1 kw fulltime directional-night, for modification of permit to operate 690 kc 5 kw-night 10 kw-day fulltime, make changes in directional array; granting application of KELD El Dorado, Ark., to change from 1400 kc 250 w fulltime to 690 kc 1 kw fulltime, directional night; both grants subject to engineering conditions. Decision denied application of KGKB Tyler, Tex., to change from 1490 kc 250 w unlimited to 690 kc 1 kw-night 5 kw-day, directional fulltime. See story BROADCASTING, Oct. 24. Decision Oct. 21.

Announced decision and order granting application and associated petition of Radio Modesto Inc., Modesto, Calif., for new station 1360 kc 1 kw fulltime directional night. Decision Oct. 21.

Announced decision and order granting application of WCMW-AM-FM Canton, Ohio, transfer of control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope. See story BROADCASTING, Oct. 24. Decision Oct. 21.

Announced decision granting license renewal to WPAB Ponce, P.R. See story BROADCASTING, Oct. 24. Decision Oct. 21.

OPINIONS AND ORDERS

Announced order denying petition of Belvedere Bcstg. Corp., Baltimore, for grant by simple order of its applications for new station 1400 kc 250 w unlimited. Order Oct. 21.

Adopted order granting in part petition by KMPC Los Angeles, WJR Detroit and WGAR Cleveland for additional time to file motion to change issues in renewal proceeding; time extended to close of business Nov. 7. See story this issue. Order Oct. 24.

Non-Docket Actions . . .

AM GRANTS

Plainview, Tex.—West Texas Broadcasters Inc., granted 1570 kc, 250 w daytime; estimated cost $25,050. Principals: Ed Holmes, farming and insurance, 40%; Byron A. Robertson, farming, 20%; Robin Baker, 35% owner Baker-Fleming Flash Gas Co., and 30% owner Baker Hardware, 40%. Granted Oct. 24.

Portsmouth, Ohio—Portsmouth Broadcasting Co., 1260 kc, 1 kw unlimited, directional. Estimated cost $46,500. Firm is equally owned by: Marshall L. Rosene, station director WSAZ Huntington, W. Va., president; Lawrence H. Rogers II, director of sales promotion WSAZ, Secretary-treasurer, and William C. Campbell, vice president. Granted Oct. 24.

Brattleboro, Vt.—Granite State Broadcasting Co. Inc., granted 1450 kc, 250 w, unlimited; estimated cost $10,085. Principals: William J. Barkley, executive vice president Collins Radio Co., Cedar Rapids, Ia., president 35%; H. Scott Kilgore, sales representative, Collins Radio Co., vice president 20%; William F. Rust Jr., general manager Radio-Industrial Engineering Co. Inc., Goffstown, N. H., treasurer 41.7%; John J. Rogan, patent attorney, New York, 3.3%. Granted Oct. 24.

Bedford, Va.—Bedford Broadcasting Co., granted 1490 kc, 250 w, unlimited; estimated cost $23,847. Principals: Addison P. Marsh, engineer WWOD Lynchburg, president 2%; James E. Synan, student, vice president 2%; Kenneth I. Duffin, secretary 2%; Redmond A. Owen, treasurer 2%; Robert C. Atherholt, 50% owner Hampton Looms of Virginia, 28%; Ludwell A.

(Continued on page 80)

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

FCC Roundup

(Continued from page 79)

AM Grants Cont.:

Strader, president Strader-Taylor Investment Bank Inc., 18%; Gordon L. Synan, general manager Hampton Looms of Virginia, 28%; Constance I. Marsh ,owner of a real estate business, 18%. Granted Oct. 24.

Bad Axe, Mich.—Saginaw Broadcasting Co., granted 1540 kc, 250 w daytime, estimated cost $2,500. Applicant is licensee of WSAM-AM-FM Saginaw, Mich. Transmitter tower and monitor removed from WSAM will be used as well as other equipment on hand accounting for low construction cost. Granted Oct. 24.

Cobleskill, N. Y.—Schoharie County Community Service Bcstg. Corp., granted 1420 kc, 1 kw daytime only. Estimated cost $28,000. Principals: Sharon Mauhs, attorney and former New York district attorney, president 51%; seven others each hold 8.33%, including F. Walter Bliss, attorney and former New York Supreme Court justice. Granted Oct. 24.

WAFB Baton Rouge, La.—Modern Bcstg. Co. of Baton Rouge Inc., granted modification of CP to increase daytime power from 1 kw to 5 kw, eng. conditions. Granted Oct. 24.

Swainsboro, Ga.—Jack A. Thompson and Nancy M. Thompson, 800 kc, 1 kw daytime; estimated cost $13,950. Mr. Thompson from 1942-1948 was chief of police of West Palm Beach, Fla. He now owns farm and cleaning establishment in Swainsboro. Granted Oct. 24.

Elizabethtown, Ky. — Elizabethtown Bcstg. Co., 1400 kc, 250 w, unlimited; estimated cost $19,090. Principals: J. W. Hodges, 25% owner Lincoln Loan Co.; C. A. Diecks, owner Diecks Lumber Co.; H. F. Skidmore, hardware store owner; Stokley Bowling, insurance, real estate and coal businesses, and Horace E. Tabb, attorney. Each owns 20%. Granted Oct. 24.

Iron River, Mich.—Upper Michigan-Wisconsin Bcstg. Co. Inc., granted 1230 kc, 250 w, unlimited. Grantee is licensee WIKB Iron Mountain, Mich. Granted Oct. 24.

KSTB Breckenridge, Tex.—Granted modification of permit to increase power from 500 w to 1 kw, operating daytime on 1430 kc. Granted Oct. 24.

FM GRANT

Philadelphia—Philadelphia Wireless Technical Institute, granted permit for new noncommercial FM station, Channel 211 (90.1 mc), power 10 w; estimated cost $8,500. Granted Oct. 24.

TRANSFER GRANTS

WNOP Newport, Ky.—Granted acquisition of control of Tri-City Broadcasting Co., by James G. Lang through purchase of 106 shares of stock held by Richard J. Nesbitt. Consideration $15,800. Prior to transfer Mr. Lang held less than 50% but transfer gives him majority interest. WNOP is assigned 740 kc, 1 kw daytime. Granted Oct. 24.

WJOI Florence, Ala.—Granted transfer of control in Florence Broadcasting Co., from Clyde W. Anderson and Edna A. Caine to Joe T. Van Sandt. Mr. Van Sandt purchases 15 shares of stock from each Mr. Anderson and Miss Caine. Purchase of stock by Mr. Van Sandt reduces paid up capital of licensee from $21,000 to $18,000, purchased stock to be retired. WJOI operates on 1340 kc, 250 w unlimited. Granted Oct. 24.

WJEL and WJEM(FM) Springfield, Ohio—Granted transfer of 125 shares of stock in Champion City Broadcasting Co., from D. J. Parsons to Frank N. Jones for a consideration of $2,481.00. Dr. Parsons, physician, prior to transfer held 375 shares and Mr. Jones held 125. Transfer makes them equal partners. WJEL operates on 1600 kc, 500 w daytime. Granted Oct. 24.

WCIF-AM-FM Madisonville, Ky.—Granted transfer of control of Madisonville Broadcasting Co., from L. E. Lackey and W. Prewitt Lackey to Pierce E. Lackey. Pierce Lackey receives 20% interest in WCIF from W. Prewitt Lackey for a consideration of 1.6 interest in real estate firm of Foreman and Lackey and assumption of obligation of W. Prewitt which amounts to $5,600. F. E. Lackey transfers 40% interest in station to Pierce upon his assuming all obligations of said station. There is no transaction of funds as F. E. is indebted to Pierce for financial assistance and numerous advices over ten year period. WCIF is assigned 730 kc, 250 w daytime. WCIF-FM is assigned Channel 285 (104.9 mc). Granted Oct. 24.

WHGR Greensboro, N. C.—Granted assignment of CP from Gilbert Hutchinson tr/as Guilford Broadcasting Co. to Greensboro Broadcasting Co. Consideration is $4,928.21 which amounts to out of pocket expenses incurred by Mr. Hutchinson in securing permit. Greensboro Broadcasting is licensee of WGBG same city and transfer will not be effectuated until interest in WGBG is relinquished. WHGR is assigned 1400 kc, 250 w unlimited. Granted Oct. 24.

KVMV Twin Falls, Idaho—Granted transfer of control of Radio Sales Corp., licensee, from Franklin V. and Velma A. Cox through sale of 61% interest to John H. and Helen M. Sole for consideration of $20,262. Transferors stated they were financially unable to make improvements necessary to meet competition and wished to withdraw. KVMV is assigned 250 w fulltime on 1450 kc. Granted Oct. 24.

WOV New York—Granted transfer of control voting stock in Wodaam Corp. from N. J. Leigh to Richard O'Dea. Mr. Leigh's 445½ shares will be converted to preferred stock and his holdings of 71½ shares are acquired by Mr. O'Dea [Broadcasting Sept. 19, page 79]. WOV is assigned 1 kw on 1280 kc. Granted Oct. 24.

KDON Santa Cruz, Calif.—Granted transfer of control of Central Coast Counties Radio Inc., licensee, through sale by Grant R. Wrathall of his 50% interest for $38,000 to Monterey Peninsula Bcstg. Co., already owning 50%. Monterey Peninsula is holding firm for Salinas Newspapers Inc., a Speidel Newspapers Inc. interest. Granted Oct. 24.

Deletions . . .

One TV and three FM authorizations deleted by FCC last week, AM dropouts since first of year total 36, FM 164, TV 11. Deletions, effective dates and reasons follow:

WSEE(TV) St. Petersburg, Fla.—Sunshine Television Corp., CP Oct. 7. Applicant said it was "unable to proceed with construction."

WMGY-FM Montgomery, Ala.—Dixie Bcstg. Co., CP Oct. 21. No reason.

KADA-FM Ada, Okla.—C. C. Morris, CP Oct. 21. Failure to prosecute.

KTSA-FM San Antonio—Sunshine Bcstg. Co., CP Oct. 5. Cancelled pursuant to FCC grant of sale of KTSA to Express Pub. Co. with call KTSA-FM now assigned Express Pub. Co. FM station KYFM there [BROADCASTING, Sept. 26].

WCLE SALE

FCC Orders Investigati Of Proposed Transfe

INVESTIGATION of the proposed sale of WCLE Clearwater, F was ordered by FCC last week to determine whether Dr. William Watson, transferee, has the necessary personal qualifications to l licensee and whether he has assumed "unauthorized control" of WC Transfer application was filed earlier in year [BROADCASTING, July 11].

FCC also announced formal issues for the program investigation it had ordered on KXLJ Helena, Mont. (early story page 69).

According to the transfer application, WCLE would be sold to Dr. Watson by Houston Cox Jr. and M. L. and S. L. Rosenzweig for cancellation of a $30,000 mortgage held by Dr. Watson against the station. WCLE is assigned 1 kw daytime on 680 kc.

Aside from the details of the transfer, FCC indicated it wished to review the personal qualifications of Dr. Watson in view of a protest filed by the National Community Relations Advisory Council. NCRAC alleged Dr. Watson "had engaged in certain conduct and activities calculated to create and foster racial and religious bias, prejudice, and ill will, and hence did not posses the necessary qualifications to become a broadcast licensee," FCC said.

The Commission ordered the WCLE bid for hearing on the following issues:

1. To obtain full information regarding the allegations made in the aforesaid protest filed by the Nat Community Relations Advisory C cil.

2. In the light of the evidence duced upon the matters alleged in aforesaid protest, to determine qualifications of Dr. William T. W to be a broadcast licensee and par larly whether he can be relied to carry out the responsibility broadcast licensee to be fair racial and religious groups.

3. To obtain full information the plans of the proposed trans for programming and staffing WCLE and all other plans and arra ments for operating said station.

4. To obtain full information respect to all contractual arrange or understandings between the ferers and the transferee herein ing to the sale of station WCLE more particularly to determine whe the contract of sale for that sta filed with the Commission by parties to the above application, stituted a full disclosure of all con agreements between those parties lating to that sale.

5. To determine whether the lice for station WCLE, or the rights responsibilities incident thereto, ha been transferred, assigned, or dispo of, directly or indirectly, without consent of the Commission and violation of Section 310(b) of Communications Act, as amended.

6. To determine whether, in the li of the evidence adduced under the fo going issues, a grant of the abo entitled application would be in public interest.

Issues announced by FCC for th KXLJ hearing were:

1. To determine whether the appl cant has carried out, or has fail to carry out, its representations a proposals heretofore made to the Commission with respect to program service.

2. To obtain full information concern ing the nature and character of t program service which has been ren ered by the station with particul reference to the following: (a) Co mercial and sustaining programs, local live talent, and (c) discussi upon important public issues.

3. To determine upon the basis the evidence adduced under Issue N 2. whether the applicant's progra policies have served the public inter needs of the community.

4. To determine whether the app cant's proposed program policies the future will serve the public int est needs of the community.

New Applications . . .

AM APPLICATIONS

Blackfoot, Idaho—William I. Palmer tr/as Blackfoot Bcstg. Co., 1490 kc, 250 w unlimited. Applicant has been with Bureau of Reclamation since 1934. Filed Oct. 19.

Gallipolis, Ohio—Ohio Valley on the Air Inc., 990 kc, 250 w, daytime; estimated cost $13,200. Principals: E. W. Weppel, food broker, president 50%; John E. Halliday, attorney, vice president 30%; Truman A. Morris, manager Huntington, W. Va., Chamber of Commerce and former assistant manager WHTN Huntington, secretary-treasurer 20%. Filed Oct. 25.

Pratt, Kan.—Pratt Bcstg. Co., 1230 kc, 250 w, daytime. Co-partners: Clem Morgan, manager KAYS Hays, Kan., and Robert E. Schmidt, KAYS sales manager. Filed Oct. 21.

Springfield, Tenn.—The Springfield Bcstg. Co. Inc., 1260 kc, 1 kw, daytime; estimated cost $17,705. Equal owners: Walter A. Duke, chief engineer WMMT McMinnville, Tenn., president; William N. Locke, chief yeoman, U. S. Navy, vice president; Mrs. D. Hoyte Bell, with General Shoe Corp., Tullahoma, Tenn., secretary-treasurer. Filed Oct. 14.

TRANSFER REQUESTS

KBUR-AM-FM Burlington, Iowa—Acquisition of control of Burlington Bcstg. Corp., licensee, by John P. and Sidney F. Harris, also identified in ownership of KSAL Salina, Kan. Consent is asked to transfer 240 of 500 outstanding shares from group of eight stockholders as follows: 90 shares to The Burlington Hawk-Eye Co., newspaper firm controlled by Harris family; 64 shares to Gerard B. McDermott, station manager, who already holds 20 shares; 6 shares to E. L. Cady; and 80 shares bought by licensee itself. Price is $250 per share. John and Sidney Harris already hold 200 shares. KBUR is assigned 250 w on 1490 kc. Filed Oct. 14.

KOWL Santa Monica, Calif.—Acquisition of control of KOWL Inc., licensee, by Arthur H. Croghan, manager and 50% owner, through purchase of 50% interest of Gene Autry for $80,000, original purchase price. KOWL assigned 5 kw day on 1580 kc. Filed Oct. 21.

Electronic Guide

SIMPLIFIED guide for users more common types of electron equipment purchased from gover ment surplus stocks has been sued by the Office of Techni Services, Dept. of Commer Titled *Schematic Manual for S plus Electronic Equipment*, pub cation covers such items as tra mitters, receivers, speech amp fiers, modulators, VHF transm ters and various numbered ra sets. Copies of booklet, labeled V ume I and priced at $1, are av able at OTS, Dept. of Commer Washington 25, D. C. Checks money orders should be payable Treasurer of the U. S.

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Research Pleas

(Continued from page 23)

ns seven years of age and older tened to the radio out of the me on the average day—please te the similarity between this d the 28% figure we found in pringfield and Des Moines.

"Between 3 and 4 p.m. the out--home audience equals 59% of e audience in-the-home.

"Between 6 and 9 Sunday eve- ng more than a million and a arter people were listening out- de the home. This audience rep- esents better than 42% of the timated quarter-hour at-home au- ence for that period."

"What medium aside from eco- omical radio could dismiss audi- nces of this magnitude as bonus rculation?" Mr. Beville asked. Consider what would happen to e circulation of the New York wspapers if the reading which kes place on subways and com- uter trains were not included. I n't think radio can afford to row away the audience repre- ented by people who listen while iving to work anymore than I ould expect the newspapers to row away the subway reader. nd do you think that the juicy gures produced by the magazine udience group for the nation's eeklies could possibly be obtained reading in barbershops, beauty arlors, on trains and in other eople's homes were eliminated?

"More and more America be- omes a nation on wheels. We who ve in New York are prone to for- et that one-third of America's ars (more than 11 million) are sed daily by workers going to nd from work."

Mr. Beville listed six reasons hy the out-of-home radio listen- g can no longer be overlooked.

"Radio listening has become es- ntially a personal rather than a amily habit.

"With increasing mobility of sets nd inexpensive receivers, ability listen prevails virtually every- here today.

"Broadcasters can no longer af- rd to give away as bonus such ubstantial listening — by seeing hat it is counted we will get credit r it (and maybe able to charge r it).

"In the period of intensive media ompetition which I am certain es just ahead, the aural medium ust put its best foot forward.

"A substantial portion of out- ide-of-the-home listening will be naffected by the advent of televi- ion. Automobile radio listening nd much of the listening in public laces and business places will be ompletely immune from television ompetition.

"Outside listening has increased y leaps and bounds since the war nd will continue to do so. As me goes on such listening will be- me a greater share of all listen- g."

The speaker also stressed the eed for new techniques to meas- re listening in multiple-set homes, "because I am convinced that this is the area in which television and radio audience measurement must operate, side-by-side in the future. Television has started off with a tremendous impact on the family circle. The TV set brings the family once more back into the living room and picks up approximately where the first radio receiver with the loudspeaker left off. Nevertheless, I think it is obviously unrealistic to believe that the entire family can ever be entertained hour after hour, night after night with identical TV programs."

"As this development occurs, radio listening will come back into its own, side by side with television viewing. 71% of the TV homes in the New York area have two or more radios, one-third have three or more sets. Despite the glibness with which TV fanatics write off radio, all rating services report a healthy amount of radio listening in TV homes. I believe that a full measurement of radio's audience away from the room where the TV set is located is needed in order to fully evaluate the aural audience."

"The whole future of radio as a medium is closely limited to a measurement of the true dimensions of the aural audience," Mr. Beville concluded. "One of radio's foremost areas for existence alongside TV will be the listening which will take place in the home on the second, third and fourth radio sets by members of the family who can't stand wrestling bouts or talent programs or whatever the master may select on television. The other part of radio's domain will be composed of the listening done in automobiles, places of business, on portables, etc.

"Radio sets are still being sold in enormous quantities, even here in New York, where television gets most of the play in the papers. Availability to sound radio is certain to increase. And measurement systems must broaden themselves if they are to guide programming and sales."

Baseball Probe

(Continued from page 23)

sent to broadcasts of other games which, in effect, amounted to exclusive right to games in the area for a single sponsor or station, while denying that right to others.

● Baseball Commissioner, Mutual and Giliette denied "many people" opportunity to hear the World Series games because there was no Mutual outlet in their particular area.

Mr. Bergson said "substantially all of the radio listeners and television spectators in America will be able to hear or see the broadcasts and telecasts of the World Series games" under the new arrangements reached by the leagues.

Mutual currently holds both radio and TV rights to both the World Series and All Star games, with sponsorship by Gillette Safety Razor Co. It was pointed out that the new arrangement on coverage, designed to make these sportscasts available to at least one station serving every important area of the country that can be reached, was in effect during the last World Series, which was carried by over 740 stations in this country and overseas, plus more than 50 TV outlets.

XEHF BASEBALL

Pickup Permission Said Given by Gillette

XEHF Nogales, Sonora, Mex., went over the heads of MBS and Don Lee Network officials and obtained written consent directly from Gillette Safety Razor Co. to carry the 1949 World Series broadcasts, it was indicated last week.

This development was revealed by the State Dept., which had been asked to investigate charges by KNOG Nogales, Ariz., that the Mexican border station had pirated its broadcasts from KNOG and translated them for Spanish consumption. Department then made representations to the Mexican government, which last week had not filed a reply [BROADCASTING, Oct. 10].

A spokesman said the State Dept. had been apprised by telephone (presumably by XEHF) of the fact XEHF had received permission directly from Gillette, series sponsor. The source said that both Mutual, which enjoys exclusive AM rights, and Don Lee Network had apparently been completely unaware of the authorization. Permission was believed to have specified shortwave rights only. KNOG charges that XEHF recorded the Series from its presentation.

Whether XEHF had actually "pirated" the games, as charged in the KNOG complaint, or beamed them by shortwave, is the nub of the whole issue, State Dept. pointed out. This also was the basis of similar protests last year lodged by both KNOG and MBS. In that instance, XEHF claimed it picked up the World Series report from XEQQ Mexico City in Spanish [BROADCASTING, July 11].

"Unauthorized use of program material" is strictly prohibited by the Inter-American Radio Communications Treaty of Havana under Article 21, Series 938. It specifies that permission must be obtained from the originating station, and announced during the retransmission.

State Dept. said it had been notified the Mexican government had communicated with XEHF and had issued a warning. KNOG also had protested similar unauthorized pickup of AP news reports.

WABB CUT OFF

Sabotage by Acid Charged

POTENT acid poured through cable holes knocked out telephone and WABB-AM-FM Mobile lines temporarily last Monday morning according to the Mobile *Press Register*, which owns the station. The newspaper has offered a $1,000 reward for information leading to the arrest and conviction of the person or persons responsible.

The *Press-Register* says this was the second such incident in the area, where union radio electricians had been on strike against WABB since early October. On Oct. 8, a telephone wire was cut disrupting a scheduled broadcast of a high school football tilt for more than an hour, it is further related.

The second interruption consisted of a three-hole puncture in the cable lying 74 inches above ground on one of several poles carrying it from an underground conduit about eight miles north of Mobile, adjacent to WABB transmitter property. About 80 residence and business phones of the Southern Bell Telephone & Telegraph Co. were put out of service in addition to causing the cancellation of three ABC programs scheduled over WABB that morning. After a half-hour delay in the station's opening, service was restored with local programming until the damage was repaired.

The *Press Register* published a front-page story and a photograph of a code letter type which could be used for tipsters to supply information leading to apprehension of the vandals involved. The reward was offered to law enforcement officers as well as to private citizens.

FCC CHANGES

Reorganizes Two Divisions

ORGANIZATIONAL changes were announced by FCC last week within its Technical Information and License Divisions.

The Technical Information Div., within the Bureau of Engineering, has been re-named Technical Research Div. and divided into three branches. The division continues under the direction of Edward W. Allen, chief. The three new branches and their chiefs are: Technical Standards Branch, Glenn E. West; Low Frequency Radio Branch, Edgar F. Vandivere, and High Frequency Radio Branch, William C. Boese. All three have been engineers in the division.

The License Div., which continues under the supervision of William P. Massing, chief, incorporates a new branch, Amateur, Citizens Radio and Operator License. Its chief is Frank Gentile. Other branches continuing within the division are Broadcast License, with Clara M. Iehl as chief, and Commercial License, with William H. Irvin as chief.

At Deadline...

TEN NEW AM GRANTS; SEVEN GET FACILITIES

TEN NEW AM stations granted by FCC Friday; seven existing stations awarded improved facilities. Noncommercial FM station granted Wisconsin State Radio Council, U. of Wisconsin, Madison, on Channel 202 (88.3 mc) with 50 kw. New station grants:

Yuma, Ariz.—1240 kc, 250 w fulltime, Salt River Valley Bcstg. Co., licensee KOY Phoenix; Chillicothe, Mo.—1010 kc, 250 w day, Cecil W. Roberts, owner KREI Farmington and KNEM Nevada, Mo.; Sunnyside, Wash.—1050 kc, 250 w day, Cole E. Wylie, owner KREM Spokane; Pampa, Tex.—1230 kc, 250 w fulltime, Hugh Dewitt Landis and Ross B. McAllister tr/as Radio Station KICA, licensee KICA Clovis, N. M.; Clifton, Ariz.—1400 kc, 250 w fulltime, Saguaro Bcstg. Co., associated in ownership with KTYL Mesa, Ariz.; Los Almos, N. M.—1490 kc, 250 w fulltime, Rio Grande Bcstg. Co. Inc.; Alamogordo, N. M.—1230 kc, 250 w fulltime, Otero Bcstg. Assn.; Tampa, Fla.—1590 kc, 1 kw day, Hillsboro Bcstg. Co.; Kinston, N. C.—1010 kc, 1 kw day, Commonwealth Bcstg. Corp.; Weirton, W. Va.—1430 kc, 1 kw fulltime, directional, Weirton Bcstg. Co.

Improved facilities granted following:

WLAQ Rome, Ga., switch from 670 kc to 1410 kc, directional night; KBKI Alice, Tex.., change operation from day to unlimited, directional night, on 1010 kc with 1 kw; WERC Erie, Pa., change to 5 kw fulltime with different directionals day and night; KAFY Bakersfield, Calif., change from 1490 kc, 250 w, to 1 kw on 550 kc, directional; WMJM Cordele, Ga., increase night power from 100 w to 250 w; KFPW Fort Smith, Ark., change from 1400 kc to 1230 kc, operating with 250 w fulltime; WATO Oak Ridge, Tenn., change from 1490 kc to 1450 kc, operating with 250 w fulltime.

In other actions FCC granted WOI Ames, Iowa, extension of special service authorization for operation from 6 a.m. to local sunrise and denied request of WCAR Pontiac, Mich., to allow operation to commence 15 minutes earlier during November. KBRZ Bryan, Tex., given permission to remain silent for 30 days pending reorganization and refinancing of station. Licenses of KXA Seattle, WGY Schenectady, WINZ Hollywood, Fla., and KSVC Richfield, Utah, extended on temporary basis to March 1.

CHAOS BEFORE BMB FORMED, WITNESSES TELL COURT

WITNESSES for BMB in U. S. Tax Court hearing of BMB petition for federal tax exemption said Friday that radio research conditions were chaotic before organization of BMB and emphasized tri-partite, non-profit nature of measurement bureau.

In one-day hearing before Judge Samuel B. Hill in New York, BMB witnesses included J. Harold Ryan, vice president and treasurer, Fort Industry Co. and chairman of BMB board; Justin Miller, NAB president; Frederic Gamble, president of American Assn. of Advertising Agencies; Hugh Feltis, former BMB president.

Principal points of cross-examination by Sheldon V. Ekman, special attorney of Bureau of Internal Revenue, were failure of BMB to refund surplus left after Study No. 1 was completed and inquiry into whether BMB was in competition with any private organization.

Only defense witness was C. E. Hooper, president, C. E. Hooper Inc., who made it clear he was subpoenaed by government. Asked if, in event BMB were to continue operation, he felt it would be competitive with his service, Mr. Hooper said: "It's nothing I'm losing any sleep over." Laurence F. Casey, BMB attorney, will submit briefs by mid-December. Decision of judge not expected for long time after that.

GUY TO HEAD IRE

ELECTION of Raymond F. Guy, NBC manager of radio and allocations engineering, as president of Institute of Radio Engineers, will be announced by IRE after Nov. 16 board meeting.

NON-COLOR TV HEARINGS AWAIT COLOR COMPLETION

HEARINGS on non-color phases of FCC's far-reaching TV proceedings will await end of color portion; they will not be started during November-February color recess (story page 45). That is present plan, FCC authorities reported Friday.

Color proceedings may run well into 1950, as indicated in new color time-table released by FCC Friday in denying RCA petition for postponement of Nov. 14 comparative demonstrations. Text of time-table:

1. The Commission will hold hearings on Nov. 1 and 2 (morning and afternoon) and Nov. 3 (morning only) and then on Nov. 8, 9, and 10, 1949 (morning and afternoon) for the purpose of continuing to receive direct testimony of the parties.

2. During the week of Nov. 14, 1949, the Commission will view the comparative demonstrations to be conducted by CBS, RCA and Allen B. DuMont Labs. Upon the conclusion of such comparative demonstrations, and upon receipt of all the direct testimony of the parties, the Commission will recess the hearing until Feb. 6, 1950.

3. On Feb. 6, 1950, the Commission will view the demonstration of the color system proposed by Color Television Inc., at Washington, D. C., at an hour and place to be specified hereafter. The demonstration of this system heretofore scheduled for the week of Nov. 28, 1949, in San Francisco, is hereby cancelled.

4. Commencing on Feb. 8, 1950, the Commission will view further comparative demonstrations of the color television systems proposed by CBS, Color Television Inc., and RCA at Washington, D. C., at an hour and place to be specified hereafter.

5. Commencing on Feb. 13, 1950, the Commission will receive further direct testimony to be followed by cross-examination. The commencement of cross-examination on Dec. 5, 1949, as heretofore scheduled, is hereby cancelled. Further, the requirement contained in the Commission's "Schedule For Remainder of Hearing Relating To Color Television" issued on Oct. 13, 1949 (FCC 49-1369) that counsel for the parties fill out and file by Nov. 18, 1949, requests to cross-examine previous witnesses, is cancelled.

6. During the week of Nov. 6, 1949, public notice will be given by the Commission setting forth the type of further information which the proponents of color television systems will be required to present upon the resumption of the hearing.

RCA LAUDS COLOR DELAY

RCA said Friday that FCC, by calling for further comparative demonstrations of rival color TV systems next February, had "resisted CBS' invitation to haste." Company reiterated its view that "the public interest can be served only by a sound decision and not necessarily by a quick decision," and said: "The revised schedule gives RCA the time it requested for the demonstration of the three systems of color television proposed to the FCC." Though it denied RCA's petition for two-month postponement of Nov. 14 comparisons, FCC provided for further comparative tests Feb. 8 (see story this page; also page 45).

ARMY, AF ADS CONTINUE

ADVERTISING in support of Army and Air Force recruiting campaigns will continue at least through next June 30, Defense Dept. announced Friday as result of four-month study by Personnel Policy Board. Gardner Adv. Co. will place advertising already prepared, until Dec. 31. Army Secretary Gordon Gray and Air Force Secretary W. Stuart Symington will select new agency for period from Jan. 1 to June 30, since Gardner Vice President Mark Martin served as special consultant to Personnel Policy Board with understanding that Gardner would be ineligible if decision was to continue advertising.

TV SET PRODUCTION BREAKS ALL RECORDS

PRODUCTION of TV sets by Radio M... Assn. members totaled 224,532 during ... week September, all-time record. August ... put (five weeks) was 185,706 sets. Total ... dustry output in September estimated by R... at 265,000 sets. Both TV and radio out... said to be running behind public demand.

Total 1949 TV set output through Septem... was 1,402,840, thrice figure year ago. T... TV production since war estimated at 2,7... 000 sets.

FM and FM-AM radio production rose fr... 64,179 in August to 70,936 in September, ... another 43,436 TV receivers equipped with F... reception facilities, a total of 114,372 FM ... cuits for the month. Total production of ... types of sets in 1949 was 6,382,368 units.

WOAI-TV TAKES AIR

WOAI-TV San Antonio will introduce tele... sion to South Texas when it goes on ... this week with test operations. Highlight... initial operations will be television show a... exhibit co-sponsored by WOAI-TV and set d... tributors. Main feature of show will be s... lection of Mr. and Miss Television and a... nouncement of winners in TV essay conte... for school students. Full-fledged televisi... studio will be set up at show and proceedin... will be picked up by WOAI-TV's mobile un...

TRANSIT RADIO CALLED REVENUE ITEM BY UTILITY

RADIO advertising revenue helps defray co... of transit ride to passengers and "we coul... not ignore it," E. Cleveland Giddings, pres... dent of Capital Transit Co., told Public Uti... ties Commission at Friday session of Was... ington, D. C., Transit FM hearings (ear... story page 36). He said company receiv... $15,264 annually, and plans installation o... 1,500 sets through working arrangement wi... WWDC-FM, Washington franchise holder.

Franklin S. Pollak, Justice Dept. attorne... told PUC he personally feels transit radios a... "unconstitutional" and violate Fifth Amen... ment by depriving riders "of their liberty t... think." PUC ruled, however, constitution... question irrelevant when Mr. Pollak sought t... block chart showing public approval. Hearin... continues today.

Closed Circuit

(Continued from page 4)

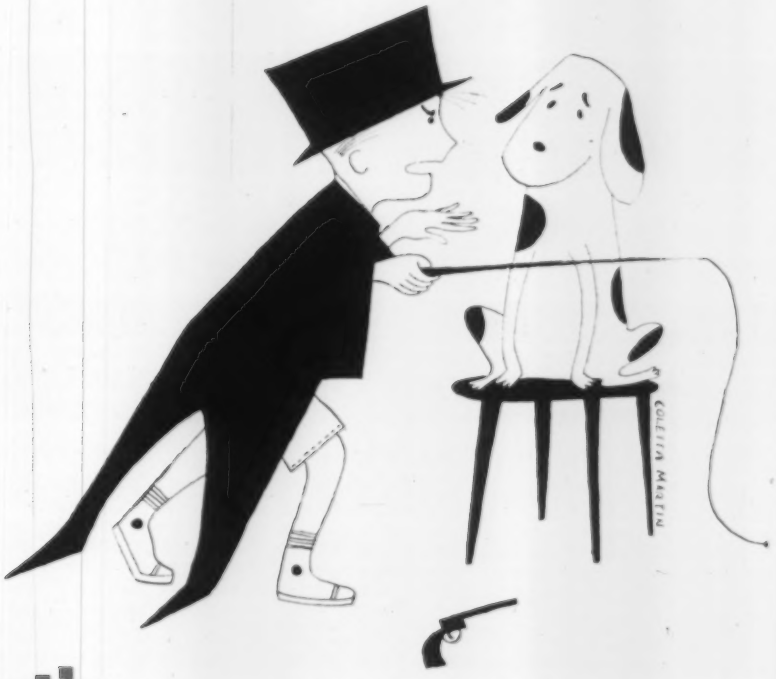
could be used in reaching decision even if c... in February shouldn't materialize.

CBS expects soon to start promotion drive ... build up Wednesday night ratings. On *Burns ... Allen Show*, stunt is being evolved where ... stars will appear on other CBS shows s... posedly to promote Burns as a vocalist ... search of sponsor. Show is sponsored by Bl... Drugs, New York.

STERLING DRUG, New York, after Jan. ... will drop sponsorship of *Lorenzo Jones*, t... times weekly on NBC, 4:30-4:45 p.m. wh... will be picked up by Procter & Gamb... Sterling will also cut five minutes from *Br... and Groom* on ABC 2:30-3 p.m. about sa... time. Both Sterling and Procter & Gam... handled by Dancer-Fitzgerald-Sample, N... York.

KELLOGG'S PEP, through Kenyon & E... hardt, looking over availabilities in Texas ... additional radio spot campaign.

XUM



That's dominance

Of the 3,644,800 radio homes in this area, WLW reached 80.7% between 6 a.m. and midnight. *That's coverage.*

Of the 258 stations heard in WLW-land, The Nation's Station received *one-sixth* of *all* listening to *all* stations. During a 4-week's period*, WLW's share was . . .

15.6% between 6 AM and 6 PM
18.1% between 6 PM and Midnight
16.6% between 6 AM and Midnight

AND THAT'S DOMINANCE!

Write or call any of the following WLW Sales Offices for complete information:

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

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